

VLK 4/12/02  
NRHP 9/14/02

(Rev. 10-90)  
NPS Form 10-900

OMB No. 1024-0018

United States Department of the Interior  
National Park Service

## NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

### 1. Name of Property

Historic name: Roanoke Downtown Historic District

Other names/site number: 128-5761

### 2. Location

Street & number West Campbell Avenue (0-500 block); West Church Avenue (0-200 block); Franklin Avenue (0-100 block); South Jefferson Street (0-600 block); West Kirk Avenue (0-100 block); West Luck Avenue (0-100 block); 9 West Salem Avenue; South First Street (0-600 block); West Second Street (0-500 block);

City or town Roanoke vicinity \_\_\_\_\_ State Virginia  
Code VA County Virginia (city) Code 720 Zip 24011

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X nomination \_\_\_\_\_ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets \_\_\_\_\_ does not meet the National Register Criteria. I recommend that this property be considered significant \_\_\_\_\_ nationally \_\_\_\_\_ statewide X locally. (\_\_\_\_ See continuation sheet for additional comments.)

  
Signature of certifying official

7/24/02  
Date

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State or Federal agency and bureau

In my opinion, the property X meets \_\_\_\_\_ does not meet the National Register criteria. (\_\_\_\_ See continuation sheet for additional comments.)

\_\_\_\_\_  
Signature of commenting or other official

\_\_\_\_\_  
Date

\_\_\_\_\_  
State or Federal agency and bureau

### 4. National Park Service Certification

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I, hereby certify that this property is:

- ☐ entered in the National Register  
☐ See continuation sheet.  
☐ determined eligible for the  
National Register  
☐ See continuation sheet.  
☐ determined not eligible for the National Register  
☐ removed from the National Register  
☐ other (explain): \_\_\_\_\_

Signature of Keeper

Date of Action

**5. Classification**

Ownership of Property (Check as many boxes as apply)

- ☒ private  
☒ public-local  
☒ public-State  
☒ public-Federal

Category of Property (Check only one box)

- ☐ building(s)  
☒ district  
☐ site  
☐ structure  
☐ object

**Number of Resources within Property**

Contributing	Noncontributing	
<u>100</u>	<u>38</u>	Buildings
<u>0</u>	<u>0</u>	Sites
<u>0</u>	<u>6</u>	Structures
<u>0</u>	<u>1</u>	Objects
<u>100</u>	<u>45</u>	Total

Number of contributing resources previously listed in the National Register 9

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.) N/A

**6. Function or Use**

Historic Functions (Enter categories from instructions)

Cat: Domestic Sub: Hotel  
Commerce/Trade Business, Financial Institution, Department Store

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<u>Social</u>	<u>Meeting Hall, Clubhouse, Civic</u>
<u>Government</u>	<u>City Hall, Courthouse, Post Office</u>
<u>Religion</u>	<u>Religious Facility</u>

Current Functions (Enter categories from instructions)

Cat: <u>Domestic</u>	Sub: <u>Hotel</u>
<u>Commerce/Trade</u>	<u>Business, Financial Institution</u>
<u>Social</u>	<u>Meeting Hall, Clubhouse, Civic</u>
<u>Government</u>	<u>City Hall, Post Office</u>
<u>Religion</u>	<u>Religious Facility</u>

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7. Description

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Architectural Classification (Enter categories from instructions)

High Victorian Revival; Renaissance Beaux Arts; Classical Revival; Commercial Style; Moderne; Art Deco

Materials (Enter categories from instructions)

Foundation Brick, Concrete, Stone  
Roof Metal, Shingle  
Walls Brick, Wood, Concrete, Metal, Stone  
Other \_\_\_\_\_

Narrative Description (Describe the historic and current condition of the property on one or more continuation sheets.)

X See continuation sheet

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8. Statement of Significance

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Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- |          |   |  |
|----------|---|--|
| <u>X</u> | A | Property is associated with events that have made a significant contribution to the broad patterns of our history.   |
| ___      | B | Property is associated with the lives of persons significant in our past.  |
| <u>X</u> | C | Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction. |
| ___      | D | Property has yielded, or is likely to yield information important in prehistory or history.  |

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Criteria Considerations (Mark "X" in all the boxes that apply.)

- ☒ A owned by a religious institution or used for religious purposes.
- ☐ B removed from its original location.
- ☐ C a birthplace or a grave.
- ☐ D a cemetery.
- ☐ E a reconstructed building, object or structure.
- ☐ F a commemorative property.
- ☐ G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance (Enter categories from instructions)

Architecture  
Commerce  
Politics/Government

Period of Significance

1882-1952

Significant Dates

1882  
1884  
see continuation sheet

Significant Person (Complete if Criterion B is marked above)

\_\_\_\_\_  
\_\_\_\_\_

Cultural Affiliation

\_\_\_\_\_  
\_\_\_\_\_

Architect/Builder

Edward G. Frye  
Eubank and Caldwell  
Aubrey Chesterman  
Huggins and Barbour  
Louis P. Smithey  
Marcellus Wright  
John K. Peebles  
Wyatt and Nolting  
William L. Stoddard

Narrative Statement of Significance (Explain the significance of the property on one or more continuation sheets.)

☒ See continuation sheet

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### 9. Major Bibliographical References

**Bibliography** (Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

☒ See continuation sheet

**Previous documentation on file (NPS)**

☐ preliminary determination of individual listing (36 CFR 67) has been requested.

☒ previously listed in the National Register  
☐ previously determined eligible by the National Register  
☐ designated a National Historic Landmark  
☐ recorded by Historic American Buildings Survey # \_\_\_\_\_  
☐ recorded by Historic American Engineering Record # \_\_\_\_\_

**Primary Location of Additional Data**

☒ State Historic Preservation Office  
☐ Other State agency  
☐ Federal agency  
☐ Local government  
☐ University  
☒ Other

Name of repository: Roanoke City Public Library: Virginia Room, Roanoke, VA

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### 10. Geographical Data

**Acreage of Property** 46.56 acres

**UTM References** (Place additional UTM references on a continuation sheet)

Zone	Easting	Northing	Zone	Easting	Northing
1	17	593280 4125400	2	17	593995 4125430
3	17	593995 4124960	4	17	593500 4124940

☐ See continuation sheet.

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**Verbal Boundary Description** (Describe the boundaries of the property on a continuation sheet.)

☒ See continuation sheet B

**Boundary Justification** (Explain why the boundaries were selected on a continuation sheet.)

☒ See continuation sheet

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**11. Form Prepared By**

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Name/title Alison Stone Blanton, Architectural Historian  
Organization Hill Studio, P.C. date March 2002

Street & number 120 West Campbell Avenue telephone 540-342-5263

City or town Roanoke state VA zip code 24011

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**Additional Documentation**

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Submit the following items with the completed form:

**Continuation Sheets**

**Maps**

- A USGS map (7.5 or 15 minute series) indicating the property's location.
- A sketch map for historic districts and properties having large acreage or numerous resources.

**Photographs**

- Representative black and white photographs of the property.

Additional items (Check with the SHPO or FPO for any additional items)

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**Property Owner**

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(Complete this item at the request of the SHPO or FPO.)

Name See attached sheets

Street & number \_\_\_\_\_ telephone \_\_\_\_\_

City or town \_\_\_\_\_ state \_\_\_\_\_ zip code \_\_\_\_\_

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**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503

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## 7. DESCRIPTION:

### ***SUMMARY DESCRIPTION***

The **Roanoke Downtown Historic District** is located in the southwest quadrant of the greater downtown area of the City of Roanoke, which was the major transportation, industrial, and commercial city for Southwest Virginia from the late 19<sup>th</sup> century through the mid-20<sup>th</sup> century. The 28-block district consists of **Campbell Avenue S.W., Church Avenue S.W., Franklin Road, Kirk Avenue S.W. and Luck Avenue S.W.** between the cross streets of **South Jefferson Street and South First to Third streets**. The district continues to serve as the business and governmental center of the city with **South Jefferson Street** serving as the central thoroughfare of downtown, dividing east and west. The **46.5 acre district** is composed of 28 relatively intact city blocks of commercial, social, and governmental buildings and structures ranging in date from the late 19<sup>th</sup> century to the mid-20<sup>th</sup> century. Buildings in the district represent a variety of styles from the different periods, including the Italianate, High Victorian, Neoclassical, Craftsman, Moderne and Art Deco styles. The district, which is surrounded by National Register Historic Districts, consists of **144 primary resources and 1 secondary resource for a total of 145 resources**. The majority of these resources (138) are buildings. Of the 145 total resources, **70%** are contributing, with 45 (38 buildings, six parking structures and one memorial object) resources in the district are non-contributing either due to their date of construction or loss of historic integrity through alterations

### ***HISTORIC DEVELOPMENT AND ARCHITECTURAL ANALYSIS***

#### ***Setting***

The Roanoke Downtown Historic District is situated immediately south of the Norfolk Southern Railway) tracks, the Norfolk & Western Railway Historic District and the Roanoke Warehouse Historic District. The City Market Historic District, consisting of late 19<sup>th</sup> to early 20<sup>th</sup> century commercial buildings surrounding the 1922 City Market Building, stands directly east of Jefferson Street. The turn-of-the-century residential district of the Southwest Historic District bounds the downtown district to the south and west. With a variety of different building types, dates, and styles, the Roanoke Downtown Historic District continues to serve as the business and governmental center of the city. Efforts are currently underway, including a Master plan update, that serve to recognize and revitalize its historic role in the development activity of the city.

#### ***Antebellum Period (1830-1860)***

The first settlement in the area of Roanoke formed in 1834 around Pate's Store northeast of

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downtown (near the present intersection of Interstate 581 and Orange Avenue) and was first known as "Big Lick" in reference to the salt licks in the area. The town was laid off into lots that were auctioned and the town was chartered in 1835 and renamed Gainesborough. With the completion of the Virginia and Tennessee Railroad line from Lynchburg to Roanoke in 1852, the town began to shift further south to the tracks and the Big Lick Depot towards the present-day site of downtown. Stores, warehouses and residences began to appear around the intersection of Commerce (Second) Street and the tracks. By the time of the Civil War, the settlement of Big Lick consisted of approximately five commercial buildings, including a tobacco factory, and five dwellings (Jack and Jacobs 1912:27).

### ***The Civil War (1861-1865)***

During the Civil War, the little community of Big Lick suffered as the Union forces attacked the railroad to destroy this important transportation and supply line. The Big Lick Depot and tracks were destroyed in 1864 as well as nearby factories.

### ***Reconstruction and Growth (1865-1917)***

Big Lick recovered fairly quickly after the war and was chartered as a town in 1874 with boundaries extending one square mile from the depot. The first structure built in the new town was a jail. By 1876, Big Lick consisted of three churches, seven dry goods stores, a drug store, a bank, five tobacco factories, three tobacco warehouses, a flour mill, a foundry, a tinware manufacturer, a harness maker, a wagon and plow factory, two blacksmith shops, two photograph galleries, and three saloons. Land at this time was valued at \$30 per acre (Jack and Jacobs, 1912: 93). Rorer Hall, a two-story frame storehouse on the northeast corner of Campbell Avenue and Third Street, served as the first town hall, thus establishing the seat of government in the area between Second and Third streets on Campbell Avenue, where the present **City Hall/Municipal Building** stands. The new **City Hall/Municipal Building** was designed in 1915 by noted Virginia architects Edward G. Frye and Aubrey Chesterman in the Neo-classical style. Its spacious setting on an entire city block and its imposing presence with three projecting bays sitting on a raised base with colossal Ionic columns and a full entablature illustrate the influence of the City Beautiful Movement that was popular in civic architecture in the early 20<sup>th</sup> century.

In 1881, the Shenandoah Valley Railroad from Hagerstown, Maryland announced that Big Lick would become the southern terminus of its line. This announcement precipitated the development of the City of Roanoke. As the railroad officials selected a location for the tracks, the depot, an office building, and a hotel near the intersection of Jefferson Street and the railroad, the town began to expand eastward from Commerce Street. In 1882 the town of Big Lick was



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renamed Roanoke in celebration of the anticipated growth of the town as an important railroad center. By 1884, the population had reached 5,000 and Roanoke became a city. The infrastructure of the city developed quickly as citizens passed a \$90,000 bond in 1886 for the construction of sewers, streets, a market house, a courthouse, a jail, a poor house, and a school (White 1982:72). The Southern Bell Telephone and Telegraph Company began operations in 1884 and the *Roanoke Daily Times* published its first paper in 1886. Other services established in the city by 1890 included the Y.M.C.A., the Vigilante Fire Company, the Roanoke Street Railway Company, the Roanoke Electric Light & Power Company, the Allegheny Institute, and the National Business College.

With the growth in population and prosperity brought on by the railroad, the commercial district of Roanoke expanded from the village of Big Lick to provide goods and services to the new city. Campbell Avenue and Jefferson Street became the primary commercial streets, linking the business of City Hall on Second Street S.W. to the railroad nucleus around Jefferson Street and the City Market Building at the east end. The earliest commercial buildings were typically three-story, three-bay brick structures such as the **Asberry Building** and the **E.H. Stewart Furniture Company**, both built ca. 1890 in the first block of West Campbell Avenue. Their brick construction was a sign of the growing prosperity of the times as well as the more permanent development of the area. Designed in the Italianate and Victorian styles of the times, these buildings featured wood storefronts with transoms, window surrounds on the upper floors, and elaborate cornices and parapets. Small retail establishments occupied the first floor with offices on the upper floors. The 1892 **Roanoke Times Building (122 West Campbell Avenue)** and the **John M. Oakey Inc. Building (124 West Campbell Avenue)** are slightly simpler examples from this period without the elaborate parapets. Both Campbell Avenue and South Jefferson Street were lined with these smaller commercial buildings by the early 20<sup>th</sup> century. Many of these buildings still survive, particularly along the 300 and 400 blocks of South Jefferson Street

A number of financial institutions erected their banking facilities on Campbell Avenue and/or Jefferson Street. The First National Bank, chartered in 1882, moved from Commerce Street to the Terry Building at Jefferson Street and Campbell Avenue before constructing its own, **First National Bank, at 101 South Jefferson** in 1910. Designed by Norfolk architect John K. Peebles, this seven-story brick building, which combines banking facilities with office space, featured a granite base and elaborate classical detailing in its entrance, cornices, and rooftop balustrade. At a cost of \$175,000, **First National Bank** stood as the tallest building in Roanoke and was referred to as the "Temple of Finance" (National Register Nomination, First National Bank, 1982:2). The **National Exchange Bank (201 South Jefferson Street)** was constructed at

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the intersection of Jefferson and Campbell in 1912. This two-story Neo-classical building, designed by the Baltimore firm of Wyatt and Nolting is monumental in scale using Roman temple forms and colossal Ionic columns, stood as a testament to the strength and stability of the financial institution

A number of larger office buildings were also constructed in the early 20<sup>th</sup> century, typically occupying the prominent corners of the downtown streets. The **Strickland Building/Mountain Trust Bank (302 South Jefferson)** was constructed in 1915 to the design of B.T. Weaver before becoming the Mountain Trust Bank Building in 1919. This six-story brick building designed in the Classical-Revival style features a stone base with cornice, brick quoining at each bay, exaggerated

keystones, and a heavy cornice with modillions. The **Thurman and Boone/S.H. Heironimus Building (401 South Jefferson)** was constructed ca. 1915 as one of the first large department stores. This four-story, stone-faced building, which has recently undergone renovations that included the removal of a ca. 1960s metal façade, features large windows and a simple cornice.

The area of First Street began to develop further during this period as well. The three-story brick **Horton Building (304 First Street)**, constructed in 1909 on the former site of a livery stable to house the newly chartered **Grand Piano Company**, features cast-stone belt courses and window heads as well as a heavily bracketed cornice and recessed panels along the attic level. The **Anchor Building/Shenandoah Building at 301 First Street** was designed by Homer Miller initially as a three-story building in 1910 at a cost of \$75,000 (Wells, 298). The large brackets above the windows of the third story are reminiscent of this original construction. In 1923, the Shenandoah Life Insurance Company purchased the building and four additional stories were added by T.W. Fugate and W.P. Henritze (Barnes, 1968:603, Whitwell and Winborne, 1982:166-167). The expanded design of the building reflects the Chicago style of skyscrapers with the skeletal brick walls of the upper stories topped by a heavy cornice. The 1911 **Masonic Lodge/Reams, Jones & Blankenship Furniture Company (211 First Street)** is another example of a larger office building constructed on a corner of First Street in the early 20<sup>th</sup> century. This four-story brick building features decorative metal panels in the cornice. The large metal medallion at the center of the cornice and the large arched windows on the fourth floor indicate its use as a Masonic Hall. The storefront was redesigned in the 1940s and is an excellent example of the Art Deco style. One block to the west, the 1916 **Phelps and Armstrong Furniture/Grand Piano Company Building** stands across from City Hall on Second Street. This five-story building is designed in the typical early skyscraper style with a base of ground-level storefront space, an intermediate shaft, and a top floor with heavy cornice supported by

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brackets. A belt course separates the three components.

A number of congregations worshiped in the area along Church Avenue west of Second Street. Although as many as five churches were located in the area in the early 1900s, the only church that survives in the district today is the 1890 **Greene Memorial Church (402 Second Street)**. This stone-faced, Gothic-Revival style church with its tall corner bell tower was originally constructed by the congregation of St. Mark's Lutheran Church. In 1902, the congregations of Greene Memorial Methodist Church and St. Mark's Lutheran Church traded buildings and the structure became known as **Greene Memorial Methodist Church**. In 1914, a Sunday School wing designed by Clarence Hinnant was added to the church (Wells, 1998 :198).

#### ***World War I and World War II (1917-1945)***

Roanoke continued to grow and to prosper during the period between the two world wars. The City Beautiful Movement, which influenced the construction of the new **City Hall/Municipal Building** in 1915, continued to direct civic architecture by further establishing this as the governmental center with the construction of the **United States Post Office and Courthouse(220 Church Avenue)** in 1930. Located directly across Church Avenue from the Municipal Building, this Beaux-Arts style building designed by James A. Wetmore features a rusticated stone base with arched openings and two upper floors of brick united by Ionic pilasters capped by an entablature and modillioned cornice confirmed this area as the governmental center of the city and a western anchor to downtown.

The general prosperity of the times prompted a number of building projects as a number of new office buildings, hotels, banks, and department stores were constructed during this period in the commercial district centered on Jefferson Street and Campbell Avenue. The **Boxley Building (416 Jefferson Street)** was constructed in 1921 by W.W. Boxley, a prominent local businessman, developer and mayor of Roanoke. Designed by Edward G. Frye and Edward Stone, the eight-story building was the newest skyscraper in town and features the typical form of an early 20<sup>th</sup> century tall building with a granite base, shaft of light beige brick with decorative terra cotta inserts, and a capital formed by the ornate eighth floor separated by a belt course and topped by a finely detailed copper cornice. W.W. Boxley was also involved with the development of the **Patrick Henry Hotel (617 Jefferson Street)**. Designed in 1925 by New York hotel architect William Lee Stoddard, the ten-story brick structure stands as an extravagant example of the Colonial-Revival style with a stone base, shaft of dark red brick, and ornate cornices of cast concrete at the storefront and roof levels. The top floor features arched windows with ornately carved surrounds. An enclosed, cast-iron balcony extends across the front entrance

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of the building

Banks continued to expand and merge during this period and their buildings reflect their prominence downtown during this period. The **Colonial National Bank (202 Jefferson Street)** constructed a landmark building on the corner of Jefferson and Campbell in 1927 that stood as the tallest building in Roanoke for half a century. This twelve-story building designed by Frye and Stone in a modified Classical-Revival style features a granite base of three stories with a shaft of ornamental gray enamel brick that culminates in the capital of the building formed by the top two floors with decorative terra cotta panels, a frieze of terra cotta rosettes, and a cornice with modillions. Large, two-story window openings on the Campbell Avenue façade add a modern touch to this building. Directly across Jefferson Street, the **National Exchange Bank (201 Jefferson Street)** also expanded, constructing an addition in 1935 that extended the original 1911 Neoclassical design by Wyatt and Nolting.

Two social institutions constructed new buildings during this period. The **Knights of Pythias Building (5 Franklin Road/511 South Jefferson Street)** was constructed in 1919 by Frye and Pettit at a cost of \$65,000. This three-story brick building features elaborate terra cotta detailing in its cornices. The **Y.W.C.A. Building (605 First Street)** was designed in 1926 by Eubank and Caldwell in the Beaux-Arts style to take advantage of its corner siting. The three-story brick building with contrasting cast-concrete detailing features paired, arched windows with keystones and surrounds on the ground floor as well as quoins on the prominent corner with its arched entrance.

The period after World War I introduced the more streamlined vocabulary of the Moderne and Art Deco styles. The **United Cigar Company (1-5 Campbell Avenue)**, constructed in 1929 at the city's most prominent intersection, stood as a deviation from the Neoclassical bank buildings across the street. The nine-story **Medical Arts Building (26 Franklin Road)**, constructed in 1929, and the 1940 **Appalachian Electric Power Building** next door stand as an impressive collection of the new styles, with their vertical emphasis and intricate brickwork in geometric patterns. The prominence of the downtown department store continued as **N.W. Pugh Department Store (35 Campbell Avenue)**, which had been located at the corner of Campbell and First Street since the early 1900s, built a new store in 1931 on that location after a fire destroyed the original building. Designed in the Art-Deco style, the grayish-brick building features intricate geometric patterning in the recessed window bay. Although the building has been covered with a brick veneer, stylized iron downspouts are still visible at the rear of the building. The **Crystal Tower Building (131**

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**Campbell Avenue**) stands as another example of the style with its emphasis on verticality with pilasters that extend to the stylized parapet wall. One of the most modern buildings in design and function was the **WDBJ Building (124 Kirk Avenue)**, constructed in 1937 in the Moderne style as the second licensed broadcasting station in the state (Barnes, 1968:770). The tall narrow windows with panels of geometric brickwork above and below give this two-story an unusually strong vertical effect.

The immediate post-World War II era was also a prosperous time for Roanoke with industries reaching peak productions and the population increasing. One of the civic improvements noted in its citation as an All American City in 1952 was the construction that year of a new **Roanoke City Public Library (706 South Jefferson Street)** on the site of the original library in Elmwood Park. This mid-20<sup>th</sup> century building was designed by Frantz and Addkinson in the International Style using simple forms and detailing. After more than a decade of decline after the closing of the American Viscose Plant and the downsizing of Norfolk & Western with the conversion to diesel engines, civic improvements were planned again in the 1970s, including the Roanoke Civic Center and the large addition to the 1915 **City Hall/Municipal Building** in 1970. Designed by Hayes, Seay, Mattern and Mattern, the **Municipal Building Annex** borrows its massing and forms from the 1915 Neoclassical design but substitutes a variety of textures for the decorative detailing of the earlier design (Whitwell and Winborne, 1982:129).

### ***STATEMENT OF INTEGRITY***

Many of the commercial buildings in the district have had their first-floor storefronts altered, but most of the upper facades are still intact. Several buildings have been completely remodeled. Non-contributing buildings in the district are those with irrevocably altered storefronts, those that maintain little of their historic integrity, or those built post-1952. There are a few historic buildings that have had modern applications on their upper facades; where these are determined to be removable without damaging the character-defining features of the façade, the buildings were considered contributing elements in the historic district. Several of these buildings, however, have been covered with brick veneer and the condition of the historic fabric cannot be determined. In these cases, the historic building is determined at this point to be a non-contributing element in the district. If these modern facades are successfully removed in the future and the historic fabric remains intact, their contribution to the district should be reconsidered.

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## INVENTORY

The sites listed below are organized alphabetically and numerically by street address. The VDHR site number is listed directly below the address. All sites are keyed to the city base map by address and tertiary VDHR site number. Historic names are listed when they could be substantiated. Tax parcel numbers are listed after the VDHR site number. Please note the following abbreviations:

CB = Contributing Building  
NB = Non-contributing Building  
NS = Non-contributing Structure  
NO = Non-contributing Object

### CAMPBELL AVENUE, S.W. (north side)

1-5 Campbell Avenue, S.W.	United Cigar Co.	1929
128-5761-0001	1011127	CB

Art Deco. Two-story, stone veneer commercial building with stylized cornice and raised corner parapet. Clipped corner entrance. Large window bays. Ground floor altered with stucco application.

7-9 Campbell Avenue, S.W.		1910
128-5761-0002	1011137/1011128	NB

Commercial. Two-story, four-bay brick veneer building with flat roof and concrete coping. Four 1/1 vinyl sash windows on upper story with round attic window. A slate-shingled shed roof extends across the storefront, which features two single-leaf, 6-panel wood doors with transoms and sidelights and fixed single-light windows. The façade is not original.

13 Campbell Avenue, S.W.		1980c
15 Campbell Avenue, S.W.		1890c
17 - 19 Campbell Avenue, S.W.	Asberry Building	1890c
21 - 23 Campbell Avenue, S.W.	Oak Hall/Rosenbaum & Son	1890c
25 Campbell Avenue, S.W.		1980c

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27 Campbell Avenue, S.W.	Campbell Court	1920c
128-5761-0003	1011117-1011120	NB

A collection of 6 commercial building facades that serve as false fronts to a large parking garage/bus terminal building. The facades, ranging in style from the High Victorian to the Renaissance- and Classical-Revivals, represent some of the earliest buildings in the city. The facades feature decorative parapets and cornices; arched and rectangular windows with keystones, decorative lintels and colonnetes; and intricate stone and brick detailing. The windows and storefronts have been altered. Two of the buildings were too deteriorated to salvage and new infill buildings were constructed.

29 Campbell Avenue, S.W.	Kress & Company	1925
128-5761-0004	101116	NB

Commercial. Three-story, four bay brick commercial building with stepped parapet and classical cornice with modillions. Corbelled bricks and contrasting stone accentuate the bays and stories with tablets and end blocks. Windows replaced and storefront altered with arched infill and recessed plate-glass-and aluminum entrance.

31-35 Campbell Avenue, S.W.	N.W. Pugh & Co./ Grand Piano	1930
128-5761-0005	1011101	NB

Commercial. Three-story brick commercial building originally designed in the Art Deco style with geometric brick patterns and incised detailing. The building was remodeled in 1965 by Grand Piano with brick veneer, molded cornice and large Palladian style faux window flanked by single arched faux windows. Investigation from the original window openings on the interior indicates that the brick veneer has been applied with an anchor system set out from the original façade and could be removed to expose the historic Art Deco façade. Original iron drain spouts designed in the Art Deco style are exposed on the rear of the building.

101 Campbell Avenue, S.W.	McGee's Pharmacy	1910
128-5761-0006	1011029	NB

Commercial. Three-story, three bay brick commercial building. Remodeled with brick veneer, molded cornice, 6/6 sash windows with shutters and a central round window Modern storefront with molded cornice.

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105 Campbell Avenue, S.W.                      Garland & Caldwell                      1910  
128-5761-0007                      1011028                      CB  
Renaissance Revival. Three-story, five-bay brick commercial building with flat roof, molded cornice with modillions

109 Campbell Avenue, S.W.                      Vest Furniture Co.                      1910c  
128-5761-0008                      1011027                      CB  
Commercial. Three-story, four-bay brick commercial building with heavy brackets supporting a molded cornice with modillions. Corbelled brick pendentives support the entablature with swag detailing. Jack arches over segmental-arched, 1/1 sash windows. Terra cotta spandrel and belt course separates 2<sup>nd</sup> and 3<sup>rd</sup> story. Art Deco storefront with carrera glass base, aluminum-and-plate glass windows and recessed entry with tile entry. Vertically-attached neon sign.

111 West Campbell Avenue                      Phillip Levy Furniture Co.                      1924  
128-5761-0009                      1011026                      NB  
Commercial. Three-story, two-bay brick commercial building remodeled with brick veneer and heavy molded cornice. Original window openings covered and new fixed windows with 32 lights and shutters added. New storefront with copper overhand, granite base and aluminum-and-plate glass double-leaf door. \

117 Campbell Avenue, S.W.                      H. Kessler Furs                      1924  
128-5761-0010                      1011025                      CB  
Commercial. Two-and-half story, four-bay brick commercial building with gabled parapet roof and heavy cornice supported by large corner brackets. Attic windows are louvered and 2<sup>nd</sup> story windows are shuttered. Storefront cornice over new angled storefront of multi-light show windows and double-leaf paneled wood doors. Interior retains much of original finishes, including decorative metal ceilings and wainscoting.

121 Campbell Avenue, S.W.                      Liberty Clothing Co.                      1920c  
128-5761-0011                      1011023                      CB  
Commercial. Three-story, two-bay brick commercial building covered with stucco. Heavy



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cornice supported by brackets, brick quoins, storefront cornice with brackets. Triple 1/1 sash windows on 3<sup>rd</sup> story, paired windows on 2<sup>nd</sup>. One bay of windows removed to create a recessed balcony. Storefront altered.

123-129 Campbell Avenue, S.W.      Parking Structure      1960s  
128-5761-0012      NS  
Parking lot with a one-story, one-bay brick structure with flat roof for attendant.

131 Campbell Avenue, S.W.      Ponce de Leon /Crystal Towers      1931  
128-5761-0013      1011021      CB  
Art Deco. Eight-story, eleven-bay brick hotel and office building built on the foundation of the earlier 1888 Ponce de Leon Hotel that burned in 1931 and located on the site of the early 19<sup>th</sup> century Trout House and spring that served as an early tavern in original settlement of Big Lick. .... Chevron patterns in the window spandrels. Five-story addition on Campbell Avenue and two-story addition along 2<sup>nd</sup> street with entrance marquee. Storefronts altered with drivet infill above windows. Recessed entry with terrazzo tile with star pattern and two single-leaf aluminum doors.

201 Campbell Avenue, S.W.      The Roanoke Times      1910/1980s  
128-5761-0014      NB  
Commercial. Three-story brick building with concrete façade, ribbon windows, and columns on the ground floor.

301 Campbell Avenue, S.W.      Kennett Building      1926  
128-5761-0015      1010838      CB  
Commercial. Three-story, six-bay brick commercial building with a copper cornice with dentils and floral terra cotta detailing in the entablature. Storefront cornice with a recessed corner entrance and transoms. Storefront altered with fixed multi-light windows. Entrance on 3<sup>rd</sup> street to upper floors.

305 Campbell Avenue, S.W.      1969

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128-5761-0016	1010837	NB
Commercial. One-story, three-bay brick commercial building with flat roof and minimal detailing limited to vertical corbelling in the bays. Flush storefront of aluminum-and-plate glass with a single-leaf entrance.		

309 Campbell Avenue, S.W.	Vest Furniture Co.	1922
128-5761-0017	1010836	CB
Commercial. Four-story, four-bay brick office building with flat roof and heavy molded cornice with modillions. Belt course at attic and 3 <sup>rd</sup> story. Paired 1/1 sash windows. Aluminum storefront with fixed windows and transoms. Two single-leaf wood doors with broken transoms and sidelights with fluted pilaster surround. Interior remains intact on 1 <sup>st</sup> floor with mezzanine and decorative tin ceiling.		

313-317 Campbell Avenue, S.W.		1922
128-5761-0018	1010835	CB
Commercial. Two-story, eight-bay brick commercial building with flat roof with parapet and molded cornice. Windows replaced with 1/1 vinyl sash windows. Minimal storefront cornice. Storefronts altered with stone veneer infill, new wood paneled single-leaf doors, and fixed multi-light windows.		

319 Campbell Avenue, S.W.	Alsop & Chambers, Inc. Autos	1930c
128-5761-0019	1010834	CB
Commercial. Two-story, five-bay brick automobile dealership with flat roof with parapet and corbelled brick cornice. Five bays of fixed, multi-light, metal windows with central casements. Metal storefront cornice. Storefronts include two multi-light wood garage doors and three single-leaf doors with transoms and fixed show windows.		

325 Campbell Avenue, S.W.	Johnson Chevrolet Co.	1930
128-5761-0020	1010833	CB
Commercial. Two-story, eight-bay brick automobile dealership similar to 327 Campbell Avenue, S.W. with flat roof with stepped parapet with coping and simple brick corbelling below. Diamond stone insets accent the building. Storefront has been altered with one bay infilled with		

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brick veneer and four paired casement windows. West bay is recessed with aluminum system of two single-leaf doors and fixed show windows.

327 Campbell Avenue, S.W.	Auto Investment & Loan Co.	1930
128-5761-0021	1010832	CB

Commercial. Two-story, eight-bay brick automobile dealership similar to 325 West Campbell with the exception of a slightly higher roofline. Stepped parapet roof with coping and simple brick corbelling below. Diamond stone insets accent the building. Storefront has been infilled and covered with stucco. One multi-light wood garage door and one single-leaf, flush metal door.

#### CAMPBELL AVENUE, S.W. (south side)

16 Campbell Avenue, S.W.	Schultz United 5 & 10	1928
128-5761-0037	1011707	CB

Commercial. Three-story, four-bay, stuccoed brick commercial building. Flat roof with concrete coping and molded cornice above windows. Slightly projecting pilasters divide the bays. Stone lintels. Windows replaced with three-light fixed aluminum windows. Simple molded storefront cornice. Aluminum storefront with a double-leaf entrance. Three single-leaf, flush metal doors.

22 Campbell Avenue, S.W.		1953
128-5761-0036	1011706	NB

Commercial. Two-story, one-bay brick commercial building with flat roof and concrete coping. Casement windows with spandrels of carrera glass. Aluminum storefront with small ceramic tile base and single-leaf door.

24-26 Campbell Avenue, S.W.	Woolworth's	1920s
128-5761-0035	1011705	CB

Art Deco. Two-story, three-bay brick commercial building with flat roof accented by pilasters extending above the roofline. Concrete chevrons top the metal casement windows in their recessed bays. Carrera glass signboard with metal bands at rounded ends extends across the front. Aluminum storefront with base of small ceramic tiles. Two double-leaf aluminum-and-

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plate glass doors.

30 Campbell Avenue, S.W.  
128-5761-0034

1011703

1930c  
CB

Commercial. Three-story, four-bay brick commercial building with flat roof and minimal brick detailing at the cornice. Brick pilasters at corners and panels of diagonal bricks over the windows. Three-light transoms top the 3/3 vertical lights sash windows. First and second stories covered with Carrera glass and tile. Aluminum-and-plate-glass storefront with recessed single-leaf door.

34 Campbell Avenue, S.W.  
128-5761-0033

First Campbell Street  
1011701

1956  
NB

Commercial. Five-story, five-bay brick-veneer office building. Flat roof with simple molded cornice and frieze band. Fixed aluminum-and-plate glass windows with spandrel between the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> stories. Pediment tops central window bay at 4<sup>th</sup> story. Concrete columns flank entrance with double-leaf aluminum doors and sidelights..

102-104 Campbell Avenue, S.W.  
128-5761-0032

Ferguson/State & City Building  
1011519

1910/1925  
CB

Commercial. Eight-story, three-bay brick bank building with rusticated ashlar base (1<sup>st</sup> and 2<sup>nd</sup> story), two intermediate cornices (2<sup>nd</sup> and 3<sup>rd</sup> story), attic level with metope detailing and metal cornice topped with elaborate cresting. Building originally consisted of 3-1/2 stories before shaft of five stories added. Paired 1/1 wood windows. Ground level has been altered with that application of stucco, new smaller show windows, and new single-leaf aluminum door with green marble surround.

106 Campbell Avenue, S.W.  
128-5761-0031

Glenn-Minnick Clothing  
1011518

1905  
CB

Commercial. Two-story, two-bay brick commercial building that has been covered with drivet. The building retains its primary historic features, including the stepped parapet with pedimented cornice supported by brackets, large arched window openings, and molded storefront cornice. In addition to the addition of drivet on the façade, new windows and entrance door have been

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installed.

108 Campbell Avenue, S.W.	Giles Bros. Furniture Co.	1900c
128-5761-0030	1011517	CB

Commercial. Four-story, three-bay brick office building with a heavy metal cornice supported by large brackets dividing the four bays and intermediate modillions with egg-and-dart molding below. Fourth story features recessed corner panels and rusticated stone jack arch over the windows. Third story includes a corner quoins, a smaller, molded cornice and arched surrounds of molded bricks over the windows. The second story consists of rusticated stone. A molded cornice marks the storefront level, which has been altered to consists of an arcaded front with recessed entrance.

110 Campbell Avenue, S.W.	Montgomery Ward	1930
128-5761-0029	1011516	CB

Art Deco. Three-story, eight-bay brick commercial building with patterned brick and cast-stone detailing in geometric patterns in the cornice, vertical piers, and recessed window spandrels that reflect the Art Deco style. Metal 1/1 sash windows. Storefront level has been altered with the creation of a central recessed entrance to a courtyard space.

116 Campbell Avenue, S.W.	American Savings Bank	1901
128-5761-0028	1011513	NB

Commercial. Two-story, three-bay commercial building that has been altered with a new façade.

118 Campbell Avenue, S.W.	Voight Building	1906	EASEMENT
128-5761-0027	1011512	CB	
128-0206	Campbell Avenue Complex	NRHD	

Beaux Arts. Three-story, three-bay, gray brick commercial building features a decorative parapet of cast stone with a central arch with a neoclassical swag and corner finials. A cast stone cornice with modillions, egg-and-dart molding, and corner brackets supports the parapet. Four Ionic pilasters with bellflowers under the capitals divide the façade. The middle bay features a large round arch of rusticated stone with an entablature extending across the flanking windows to create a Venetian window. The tympanum of the arch features stained glass. Circular

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medallions of raised brick flank the arch. Raised spandrels between the windows also feature egg-and-dart molding. The storefront has been rehabilitated and retains its central, recessed entrance with single-leaf door flanked by wood apron walls and show windows of plate glass. The tile entrance remains as well as a central tile runner on the interior of the building and the pressed metal ceiling.

120 Campbell Avenue, S.W.	Roanoke Times/Davis Photo	1909
128-5761-0026	1011511	CB
128-0206	Campbell Avenue Complex	NRHD

Commercial. Three-story, two-bay painted brick commercial building with a simple parapet and molded cornice with dentils. Recessed bays feature paired 1/1 windows topped by a segmental arch and keystone of rusticated stone on the 3<sup>rd</sup> floor. The storefront has been rehabilitated and features a smaller cornice with dentils, a recessed entrance with single-leaf door and wood apron walls with plate glass windows. The buildings at 120 and 122 West Campbell have been connected on the interior.

122 Campbell Avenue, S.W.	The Roanoke Times	1892
128-5761-0025	1011510	CB
128-0206	Campbell Avenue Complex	NRHD

Commercial. Three-story, three-bay painted brick commercial building with stepped parapet with corner large corner and smaller intermediate brackets, finials, and a date tablet in the center. Corner piers frame the building. Cast-stone surrounds with keystones and drip molds top the segmental-arched windows on the upper floors. Spandrels of diapered brick work separate the window bays at each level. Three bands of molded brick top the 3<sup>rd</sup> story. The storefront has been rehabilitated and consists of a smaller molded cornice over Queen-Anne style transom windows with stained glass around the perimeter and a fixed, two-light wood show window on a wood apron wall. One single-leaf wood door open into the 1<sup>st</sup> floor and a second door opens into a staircase leading to the upper floors. The buildings at 120 and 122 have been connected on the interior.

124 Campbell Avenue, S.W.	John M. Oakey, Inc.	1895
128-5761-0024	1011509	CB
128-0206	Campbell Avenue Complex	NRHD

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Commercial. Three-story, four-bay brick funeral parlor constructed of dark red natural brick features a heavy bracketed cornice and a stepped parapet with the inscription "Funeral Directors." A belt course of molded bricks separates the slightly recessed 2<sup>nd</sup> and 3<sup>rd</sup> stories. Cast-stone keystones and corner blocks accent the segmental arched windows on the upper floors. The storefront has been renovated with a wood system of recessed central entrance and angled show windows with transoms. A secondary door leads to the upper floors. The original tile entry with "J.M. Oakey" is intact.

126-128 Campbell Avenue, S.W.	Angell Building/Central Hotel	1904
128-5761-0023	1011508	CB
128-0206	Campbell Avenue Complex	NRHD

Commercial. Three-story, eight-bay commercial building constructed of red-brown natural brick. Decorative parapet features molded cornice with heavy brackets that form a central elliptical arch over the name R. H. Angell. Corbelled brick extends below the entablature and decorative round vents accent the attic level. The 3<sup>rd</sup> story windows are grouped into two bays of 4 windows each with a rusticated stones forming a segmental arch over the two central windows and flat jack arch over the flanking windows. Round arches of rusticated stone top the windows on the 2<sup>nd</sup> story. The storefront has been altered.

132 Campbell Avenue, S.W.	Roanoke Gas&Water/People's Perpetual Bank	1895c
128-5761-0022	1011506	NB

Commercial. Three-story, two-bay brick commercial building that has been altered with the application of an oversized, shingled mansard overhang with a "chalet" style intersecting metal gable with two fixed 20-light windows with railings. The storefront consists of two single-leaf wood doors with a single light and three fixed multi-light windows. The building may be considered contributing if the modern façade can be removed and the historic façade is intact underneath.

#### CHURCH AVENUE, S.W. ( north side)

Church Avenue, S.W. Parking Structure	1960c
128-5761-0052	NS
One-story, one-bay concrete block structure with flat roof.	

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17 Church Avenue, S.W.      Horne Millinery/Ewald-Clark      1922  
128-5761-0053      1011813      CB  
Commercial. Three-story brick commercial building with parapet roof. Façade has been infilled with brick. Storefront altered.

19 Church Avenue, S.W.      1971  
128-5761-0054      1011812      NB  
Commercial. Two-story, three-bay brick veneer building with drivet accents. Two central Doric columns flank entrance and support 2<sup>nd</sup> story overhang.

23 Church Avenue, S.W.      Meeker & Evans Hat Co./Fallon Florist      1920c  
128-5761-0055      1011810      CB  
Commercial. Two-story, two-bay brick commercial building with parapet and bracketed cornice. Two louvered vent windows in attic. Paired 1/1 wood sash windows with transoms. Carrera glass above storefront. Aluminum storefront with fixed window and single-leaf door altered with stone veneer.

23 Church Avenue, S.W.      / Tudor's Biscuit World      1920c  
128-5761-0056      1011811      CB  
Commercial. Two-story, two-bay brick commercial building with simple cornice and minimal brick detailing over the 2<sup>nd</sup> story windows. Altered storefront.

25 Church Avenue, S.W.      1958  
128-5761-0057      1011819      NB  
Commercial. Two-story, four-bay masonry building covered with drivet. Stepped parapet. Engaged Doric columns flank center windows on 2<sup>nd</sup> floor with triangular and diamond windows above. Clerestory windows at 1<sup>st</sup> floor. Two single-leaf wood doors flanked by fixed, multi-light windows.



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27 Church Avenue, S.W. 1952  
128-5761-0058 1011809 CB  
Commercial. One-story, one-bay masonry building covered with Dryvit. Aluminum storefront and entrance.

37 Church Avenue, S.W. BB&T 1973  
128-5761-0059 1011817 NB  
Commercial. Thirteen-story, steel-frame skyscraper with glass curtain wall and marble veneer.

121 Church Avenue, S.W. Municipal Parking Garage 1978  
128-5761-0060 NB  
Nine-story, reinforced concrete structure with open decks, elevator tower and rounded exit ramp at west end. Storefronts along ground floor.

Church Avenue, S.W. Parking Structure 1960s  
128-5761-0061 NS  
One-story, one-bay concrete block structure with flat roof.

215 Church Avenue, S.W. Municipal Building 1915/1971  
(210 Campbell Avenue, S.W.)  
128-5761-0062 1011401 CB  
128-0042  
Neoclassical. Four-story, five-bay stone and brick municipal building on raised base with three projecting bays of colossal Ionic columns. Central bay features monumental staircase and columns in antis. Flat roof with parapet wall and large entablature with molded cornice and dentils and a terra-cotta frieze. Designed by Frye and Chesterman. Steel-frame and concrete addition designed in 1971 by Hayes, Seay, Mattern & Mattern to emulate the forms and rhythms of the Neoclassical style in a pared-down, modern interpretation.

**CHURCH AVENUE, S.W. (south side)**

16 Church Avenue, S.W. S&W Cafeteria 1951  
128-5761-0076 1012318 NB

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Commercial. Two-story brick building with flat roof, minimal detailing and a large central bay with glass curtain wall. Marble veneer frames the recessed curtain wall. Revolving door.

22 Church Avenue, S.W.      Brown Reams Furniture Co.      1927  
128-5761-0075      1012317      NB

Commercial. Three-story brick commercial building that has been covered with a new brick façade covering the windows on the upper levels. Recessed wooden storefront not original.

24 Church Avenue, S.W.      Huffman Tire Co.      1930c  
128-5761-0074      1012307      CB

Commercial. Two-story brick commercial building with flat roof and no detailing. Windows on 2<sup>nd</sup> story have been replaced with fixed, single-light windows with applied muntins and arched surrounds. Recessed wooden storefront features fixed windows with transoms and a 15-light, single-leaf door.

26 Church Avenue, S.W.      1957  
128-5761-0073      1012306      NB

Commercial. One-story brick commercial building with flat roof and no detailing. Flush wooden storefront with fixed 9-light windows with transoms and a recessed, single-leaf entrance.

28 Church Avenue, S.W.      1955  
128-5761-0072      1012305      NB

Commercial. Two-story, one-bay, marble-faced building with flat roof and minimal detailing. Marble façade steps back to expose large, single-light window on upper floor. Flat aluminum awning over storefront. Flush aluminum-and-plate-glass storefront with single-leaf entrance.

30 Church Avenue, S.W.      1972  
128-5761-0071      1012303      NB

Commercial. Three-story steel-frame and glass curtain-wall building with marble-faced storefront, aluminum-and-plate-glass window and single-leaf entrance system.

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38 Church Avenue, S.W.      First Federal S&L/Valley Bank      1958/1981  
128-5761-0070      1012301      NB  
Commercial. Eight-story, steel-frame and glass curtain wall building with flat roof, spandrel glass and minimal detailing.

106 Church Avenue, S.W.      First Citizen's Bank      1980  
128-5761-0069      1012211      NB  
Commercial. Five-story, steel-frame and brick bank building with inset curtain wall that wraps around the primary corner. Brick frames the end corners and roofline with a row of ribbon windows along the top floor.

114 Church Avenue, S.W.      Texas Tavern      1930c  
128-5761-0068      1012208      CB  
Commercial. One-story, two-bay brick restaurant with a stepped parapet with central arch. Single-leaf aluminum-and-plate-glass door and a wood casement window for sidewalk service.

116 Church Avenue S.W.      Roanoke Stamp & Seal Co./Cuba Pete's      1930c  
128-5761-0067      1012207      CB  
Spanish Revival. Two-story, three-bay brick commercial building covered with drivet. Arched parapet with corner brackets and a round window in the attic. The 2<sup>nd</sup> level features three arched windows with keystones and shutters and a cast-iron balcony. Aluminum storefront with flush single-leaf entrance. Altered.

120 Church Avenue, S.W.      Macado's      1970s  
128-5761-0066      1012206      NB  
Commercial. Two-story, four-bay brick commercial building with Flemish bond, flat roof and minimal detailing. Tripartite windows. Standing-seam metal overhang across storefront. Storefront recessed with exposed brick columns. Double-leaf entrance.

122 Church Avenue, S.W.      Richardson-Wayland Electric Corp.      1940c

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128-5761-0065                      1012204                      CB  
Art Deco. Two-story, three-bay, pre-cast concrete office building with stepped façade and parapet. Art Deco designs in the window lintels and above the openings accent the three bays of paired casement windows. Aluminum storefront with recessed, single-leaf entrance. Neon sign vertically attached on upper floor and signboard across storefront.

130 Church Avenue, S.W.      Roanoke Sanitary Supply Co.                      1940c  
128-5761-0064                      1012203                      NB  
Commercial. Two-story, nine-bay brick commercial building covered with a concrete veneer. Flat roof with parapet and simple concrete cornice. Fixed, metal 4-light windows. Recessed aluminum storefront with double-leaf entrance.

220 Church Avenue, S.W.      U.S.P.O. and Courthouse                      1932  
128-5761-0063                      1012103                      CB  
Roanoke Valley War Memorial                      NO  
Beaux-Arts. Three-story, 15-bay brick and stone building with flat roof with parapet wall, molded cornice and wide entablature. Corners are set back from projecting section of Ionic stone pilasters. Stone base with arched window and door openings. Robert E. Lee Plaza stands on the N.E. corner of the property and contains the Roanoke Valley War Memorial, which was constructed in the 1980s to commemorate those who lost their lives in war during the last century.

**FIRST STREET, S.W. (east side)**

302 First Street, S.W.                      Horton Building/                      1910  
128-5761-0131                      1011801                      CB  
Commercial. Two-and-a-half-story, four-bay brick commercial building with stone detailing. Parapet with recessed panels and roundels. Heavy molded cornice with large, scrolled brackets. Attic level with Roman lattice windows. Belt course. Stone lintels and sills on fixed, triple-light wood windows. Storefront has been altered with carrera glass (covering transoms) and aluminum-and-plate-glass windows and entrances.

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410 First Street, S.W.                      /McCleod & Co.                      1950  
128-5761-0130                      1012308                      CB  
Commercial. Three-story, two-bay brick veneer commercial building with parapet and molded cornice with entablature at attic level. Two bays with three windows each, flanked by louvered shutters. Fixed 24-light storefront window with metal mansard overhang. Recessed entry with broken pediment surround and fluted pilasters.

414 First Street, S.W.                      /Merrick's Optical                      1905  
128-5761-0129                      1012309                      CB  
Commercial. One-story, three-bay brick commercial building with parapet and minimal detailing. Recessed single-leaf door flanked by fixed wooden storefront windows on brick base. Awning across front.

418 First Street, S.W.                      /American General Financial                      1904  
128-5761-0128                      1012310                      CB  
Commercial. Two-story, four-bay brick commercial building with pilastered walls that extend above the parapet. Jack arches over replacement vinyl windows. Soldier bricks around aluminum signboard. Aluminum storefront with glazed yellow brick base. Recessed single-leaf entrance.

**FIRST STREET, S.W. (west side)**

209 First Street, S.W.                      Rankin Jewelers/Carillon Health Plans                      1920c  
128-5761-0132                      1011526                      CB  
Commercial. Four-story, four-bay brick commercial building with bracketed cornice. Inset cross designs over windows. Round arch detail over 4<sup>th</sup> floor windows. New storefront cornice of exaggerated brackets that extends across alleyway. Arched window and door openings on ground floor with recessed single-leaf door.

211-213 First Street, S.W.                      Lakeland Lodge/A+E                      1911  
128-5761-0133                      1011527                      CB  
Commercial. Four-story, five-bay brick commercial building and social hall. Decorative parapet with inset metal panels and Masonic seal at center. Fourth floor features large arched windows

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with tile insets in the spandrels. Paired 6/6 sash windows on 2<sup>nd</sup> and 3<sup>rd</sup>. Smaller windows at end bays. Molded storefront cornice with dentils. Art Deco storefront with recessed entrance, two single-light doors and terrazzo entry. Side entrance to lodge with pediment.

301 First Street	Anchor Building/Shenandoah Building	1911
128-5761-0134	1011610	CB
128-0031		

Commercial. Seven-story, five-bay brick office building with copper cornice with modillions, decorative frieze and large scrolled brackets. Elaborate terra cotta cornice and frieze at 2<sup>nd</sup> and 3<sup>rd</sup> stories as well. Five bays of three 1/1 sash windows each with transom. Top four floors added in 1921. Frieze over storefronts. Storefronts vary. Marble surround at main office entrance.

411 First Street, S.W.	Bolling Building, Roanoke Printing Co.	1925c
128-5761-0135	1012219	CB

Commercial. Four-story, three-bay brick commercial building with decorative parapet with central arch and heavy molded cornice with modillions. Fixed metal windows with central hopper. Storefront cornice. Ashlar on ground floor.

413 First Street, S.W.		1970s
128-5761-0136	1012220	NB

Commercial. One-story brick veneer building with flat roof, minimal detailing, aluminum-and-plate-glass windows and entrance.

605 First Street, S.W.	Y.W.C.A.	1926
128-5761-0137	1013207	CB
128-0056		PIF

Beaux Arts. Three-story brick building with clipped corner and contrasting stone detailing in the corner quoins, cornice, belt course, entrance and window surrounds. Main entrance at corner with double-leaf doors, arched fanlight, and stone surround. Arched secondary entrance at three-bay stone veneer bay on Franklin Road. Interior features extensive tile work and includes a restaurant(original cafeteria), swimming pool, auditorium and a gym. Designed by Eubank & Caldwell.

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**FRANKLIN ROAD, S.W. (north side)**

9 Franklin Road, S.W. /Century Payroll 1920c  
128-5761-0081 1012720 CB  
Commercial with Colonial Revival influence. Two-story, seven-bay, Flemish-bond brick building with parapet. Molded cornice with modillions extends across the attic level and forms pediment with entablature over western entrance bay with paired windows and large arched entrance with multi-light arched transom and double-leaf, 15-light doors. Fixed, multi-light store windows with transoms. Single-leaf entrance at east end.

15 Franklin Road, S.W. Price-Glenn Ins./Paul's Restaurant 1922  
128-5761-0082 1012715 CB  
Commercial. Two-story, eight-bay brick commercial building with parapet and corbelled brick cornice. Cast-concrete sill and corner blocks frame two bays of four windows each on 2<sup>nd</sup> story. Two storefront bays with wood cornice with dentils, fixed windows and paneled wood. Three single-leaf doors within recessed entry. Storefront not original.

17 Franklin Road, S.W. /H.C. Baker Sales 1930c  
128-5761-0083 1012714 CB  
Commercial. Two-story, three-bay brick commercial building with parapet and corbelled brick cornice. Paired 6/6 aluminum windows. Corbelled brick storefront cornice. Two aluminum-and-plate-glass storefronts with single-leaf entrances not original.

21 Franklin Road, S.W. Jefferson Electric Co./Valley Investors 1926  
128-5761-0084 1012713 CB  
Commercial. Two-story, one-bay, stone-faced, vault-style building with parapet with a molded cornice and scalloped detailing. Large central arch features bands of lattice detailing in cast concrete. Cast-iron storefront infill arch with multi-light transom, iron spandrel with name, and two single-leaf, 6-light doors. Cast-iron sculpture of a ship projects above the spandrel. Pendant light fixtures hang from cast-concrete roundels at the upper corners. Designed by architect Robert McClanahan (Wells, 1997:4). Intact.

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23 Franklin Road S.W.      /Woltz & Associates      1956  
128-5761-0085      1012712      NB  
Commercial. Two-story, three-bay, marble-faced brick building with central bay accented by molded cornice with dentils and large, Palladian style window and entrance with Doric columns. Fixed aluminum windows and storefront with double-leaf entrance.

25 Franklin Road, S.W.      /Commercial Insurance Services      1966  
128-5761-0086      1012711      NB  
Commercial. One-story, one-bay brick commercial building with minimal detailing. Wood siding extends above the storefront and stone veneer covers the brick at either end. Aluminum-and-plate-glass storefront with recessed single-leaf entrance.

29 Franklin Road, S.W.      /Frith, Anderson & Peake      1922  
128-5761-0087      1012710      CB  
Commercial. Two-story, six-bay brick commercial building with parapet. Molded cornice above and below 2<sup>nd</sup> story windows. Two bands of corbelled brick above storefront. 6/6 wood sash windows with awnings. Large segmental-arch opening with recessed single-leaf entrance.

101 Franklin Road, S.W.      1961  
128-5761-0088      1012616      NB  
Commercial. Two-story modern steel-frame commercial building with metal panel system and marble veneer on ground level.

117 Franklin Road, S.W.      Economy Printing Co./Junior Lunch      1935c  
128-5761-0089      1012613      CB  
Commercial. One-story, three-bay brick commercial building with stepped parapet with concrete coping, accent corner blocks, and altered aluminum storefront with single-leaf entrance.



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**FRANKLIN ROAD, S.W. (south side)**

Franklin Road, S.W.	Parking Structure	1960c
128-5761-0094	1013306	NS

No style. One-story, one-bay concrete block structure with flat roof, windows, and two sliding, single-leaf doors.

24 Franklin Road, S.W.	Shenandoah Club	1957
128-5761-0093	1013305	NB

No style. Three-story brick building with flat roof, ribbon windows, and recessed double-leaf entrance. Site of earlier Shenandoah Club.

26 Franklin Road, S.W.	Medical Arts Building	1929
128-5791-0092	1013304	CB

Art Deco. Nine-story, seven-bay brick office building with stepped parapet and projecting central section of three bays. Patterned brickwork. Marquee. Two one-story side wings.

40 Franklin Road, S.W.	American Electric Power	1930c
128-5761-0091	1013301	CB

Art Deco. Six-story, five-bay brick office building with pilastered bays, paired windows with geometric brickwork in the spandrels and aluminum storefront. Large entrance with marble surround.

106 Franklin Road, S.W.		1952
128-5761-0090	1013225	CB

Commercial. One-story, four-bay brick commercial building with stepped parapet and two single-leaf entrances and store windows that are boarded.

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**JEFFERSON STREET SOUTH (east side)**

202-208 Jefferson Street S.E. Colonial National Bank/Colonial Arms 1927/1949  
128-5761-0106 4010802/4010801 CB  
128-0044 NR  
Commercial. Twelve-story, six-bay office building with a three-story side addition. Designed in the typical early skyscraper form with a granite ashlar base of three floors, a unornamented, gray-enameled brick, and a two-story capital at the top of brick with terra cotta decorations and a heavy molded cornice with modillions. A molded cornice and entablature separates each section. Main entrance features double-leaf aluminum doors with a three-light transom and scroll and molding surround. Moorish-style lanterns flank the entrance and a copper clock projects from the corner of the building. Five large windows on Campbell Ave. side reflect the influence of the modern movement. Designed by Frye and Stone (Wells: 161).

210 Jefferson Street, S.E. 1947  
128-5761-0105 4010803 NB  
Commercial. Altered with all upper-level windows infilled and covered with a modern concrete slab veneer.

302 Jefferson Street S.E. Strickland Bldg/Mountain Trust Bank 1915c  
128-5761-0104 4011301 CB  
Commercial. Six-story, three-bay brick office building with parapet and heavy cornice with modillions. Designed in typical early skyscraper form with rusticated base, shaft, and decorative capital separated by belt course and storefront cornice. Quoining delineates the three bays. Paired windows. Storefront and entrance altered. Designed by B.F. Weaver (Wells: 465)..

306 Jefferson Street, S.E. 1910c  
128-5761-0103 4011302 CB  
Commercial. Three-story, three-bay brick commercial building with parapet and molded cornice supported by brackets. End pilasters. One bay of windows infilled. Lintel extends across all three bays on 3<sup>rd</sup> story. Jack arches with keystones and end blocks over 15/15 windows on 2<sup>nd</sup>. Altered storefront.

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308 Jefferson Street, S.E.      Spigel, Inc./      1910c  
128-5761-0102      4011303      CB  
Commercial. Three-story, three-bay brick commercial building with parapet and heavy cornice with modillions and entablature. Doric pilasters. Jack arches over 15/15 windows with keystones and end blocks. Storefront altered.

310 Jefferson Street, S.E.      Patterson Drug Co./Fink's      1910c  
128-5761-0101      4011304      CB  
Commercial. Three-story, three-bay painted brick commercial building with parapet and heavy molded cornice with modillions and entablature. Doric pilasters. 15/15 sash windows. Molded storefront cornice with sign tablet and recessed entrance.

312 Jefferson Street, S.E.      Martha Washington Candies/      1910c  
128-5761-0100      4011305      CB  
Commercial. Three-story, three-bay painted brick commercial building with parapet and heavy modillioned cornice with entablature. Ionic pilasters. Paired, triple-sash windows. Altered storefront with carrera glass and recessed entrance.

316 Jefferson Street, S.E.           1907  
128-5761-0099      4011306      CB  
Commercial. Three-story, five-bay brick commercial building with stepped parapet, corbelled brick cornice, paired triple-sash windows and altered storefront.

402 Jefferson Street, S.E.      /Hallmark      1950s  
128-5761-0098      4011701      NB  
Commercial. One-story, four-bay brick commercial building covered with Dryvit with flat roof, minimal detailing and aluminum storefront.

410 Jefferson Street, S.E.           1970c  
128-5761-0097      4011702      NB

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Commercial. Three-story, one-bay brick commercial building with flat roof and stone veneer. Large central curtain wall with double-leaf entrance.

412 Jefferson Street, S.E.      Meals & Burke Building/Davidson's      1912  
128-5761-0096      4011703      CB

Commercial. Three-story, four-bay brick commercial building with decorative parapet, heavy cornice with modillions and brackets, and patterned brickwork. Triple-sash paired windows on 3<sup>rd</sup> story, double-sash on 2<sup>nd</sup>. Tiled shed-roof overhang over storefront. Storefront altered with arched openings and recessed entrance. Designed by H.H. Huggins (Wells: 214)

416 Jefferson Street, S.E.      Boxley Building      1922  
128-5761-0095      4011704      CB  
128-0047      NR

Commercial. Eight story skyscraper with traditional form of granite base, enameled-brick shaft and terra cotta capital with copper cornice. Shaft section features terra cotta accents and brick corner quoins. Recessed double-leaf entrance features brass doors, copper and glass window system, terra cotta cornice and original light fixture. Designed by Edward G. Frye for W.W. Boxley, a developer and civic leader.

#### JEFFERSON STREET SOUTH (west side)

7 Jefferson Street, S.W.      /Rutherfords      1937  
128-5761-107      1010508      CB

Commercial. Three-story, four-bay commercial building with flat roof and minimal detailing. Corbelled brickwork. Metal medallions. Replaced windows, entrances and storefront. Large side addition sits back from street and includes a glass elevator/stair tower and a two-story brick section.

11 Jefferson Street, S.W.      Kirk Building/Murtchens      1920c  
128-5761-0108      1010509      CB

Commercial. Three-story, four-bay brick commercial building with stepped parapet and sign tablet. Row of soldier bricks and corner blocks accent windows. Original storefront with

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recessed entrance featuring a central showcase flanked by single-leaf doors.

15 Jefferson Street, S.W.	J.C. Sheets & Son	1956
128-5761-109	1010513	NB

Commercial. Two-story brick building with flat roof, minimal detailing and curved façade. Aluminum storefront and entrances.

101 Jefferson Street, S.W.	First National Bank/Liberty Trust Bldg.	1910
128-5761-0110	1011123	CB
128-0040		NR

Classical Revival. Seven-story, four-bay bank and office building with balustraded parapet, and heavy terra-cotta cornice supported by paired brackets that end in frets, and pendants molded into a patterns of grapes. Designed in the typical form of early skyscrapers with rusticated granite base, buff-colored brick shaft with rusticated banding and inset brick panels below the paired windows, and an elaborately decorated capital with rosettes, rectangular panels, and guilloches. Carved stone cornice above 1<sup>st</sup> and 2<sup>nd</sup> stories. Elaborate main entrance with Roman Ionic columns. Doors are not original.

105 Jefferson Street, S.W.	Caldwell-Sites Co./Alexander's	1902
128-5761-0111	1011124	CB

Commercial. Three-story, two-bay brick commercial building with simple molded cornice. Jack arches with keystones extend across the paired windows. Corbelled brick surrounds pointed-arch window bays on 2<sup>nd</sup> floor. Bracketed storefront cornice. Wood storefront with recessed, single-leaf door and transoms. Tiled entry. Storefront and arched windows are not original.

107 Jefferson Street, S.W.	Brotherhood Mercantile Co./Corned Beef	1900c
128-5761-0112	1011125	CB

Commercial. Three-story, four-bay brick commercial building with parapet and molded cornice supported by brackets. 3<sup>rd</sup> story windows infilled. Transoms and jack arches with keystones over 2<sup>nd</sup> story windows. Molded storefront cornice. Art Deco storefront with single-leaf recessed entrance, tile base, butt-glazing, and terrazzo entry with "Brotherhood" and a chevron pattern.

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109 Jefferson Street, S.W.    Eatwell Lunch/Corned Beef    1920c  
128-5761-0113    1011126    CB  
Commercial. One-story, three-bay brick commercial building with stucco veneer and a rooftop patio with a metal railing. Marquee. Two single-leaf doors with transoms flank central bay of four windows.

201-213 Jefferson Street, S.W. National Exchange Bank/First Union Bldg    1911/1933  
128-5761-0114    1011710/1011714    CB  
Neoclassical. Original three-story, three-by-seven-bay structure was expanded in 1933 with a side addition along Jefferson Street. Classical cornice with dentil molding, attic above and frieze and entablature below. Colossal, fluted Ionic pilasters. Copper grillwork in Roman lattice pattern cover window bays. Molded cornice crowns supported by brackets above ground floor windows and entrances. Designed by Wyatt and Nolting of Baltimore (Wells:131, 493). Large, twelve-story, steel-frame and curtain wall addition constructed to the south.

301 Jefferson Street, S.W.    Family Shoe Store/B-In-Touch    1920c  
128-5761-0115    1011805    CB  
Commercial. Three-story, three-bay commercial building with parapet and heavy cornice supported by brackets. Transoms over 2<sup>nd</sup> story windows. Molded storefront cornice. Aluminum storefront not original.

303 Jefferson Street, S.W.    Davidson's/    1920c  
128-5761-0116    1011806    CB  
Commercial. Three-story, three-bay brick commercial building with parapet and molded cornice with modillions, dentils and entablature. Scrolled keystones over 3<sup>rd</sup> story windows. Storefront cornice. Altered storefront.

305 Jefferson Street, S.W.    Forman 5 & 10/S.F.C.S.    1910c  
128-5761-0117    1011807    CB  
Commercial. Three-story, three-bay brick commercial building with stepped parapet and molded

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cornice with modillions and entablature. Recessed window bays with keystones above and inset brick panels below. Molded storefront cornice. Altered storefront.

307 Jefferson Street, S.W.     Harrison Jewelry/S.F.C.S.     1915c  
128-5761-0118     1011808     CB  
Commercial. Three-story, three-bay brick commercial building with stepped parapet and heavy molded cornice with entablature supported by Ionic pilasters. Jack arches with keystone over windows. Molded storefront cornice. Altered storefront.

309 Jefferson Street, S.W.     Grand Piano Co./Jefferson Recreation Parlor 1910c  
128-5761-0119     1011809     CB  
Commercial. Three-story, two-bay brick commercial building with parapet, molded cornice with modillions and entablature. Recessed sign tablet. Jack arch with keystone over tripartite windows with transoms (infilled on 3<sup>rd</sup> story). Storefront cornice. Altered storefront with clerestory windows.

401 Jefferson Street, S.W.     S.H. Heironimus Co./The Emporium     1914  
128-5761-0120     1012313     CB  
Commercial. Four-story, six-bay brick department store with parapet and molded cornice with modillions. Patterned brickwork. Large, tripartite windows. Modern façade recently removed. Altered storefront with marble veneer and arched openings.

405 Jefferson Street, S.W.     F.W. Woolworth Co./The Emporium     1920c  
128-5761-0121     1012314     CB  
Commercial. One-story brick commercial building with stepped parapet and end pilasters. Modern façade has been removed. Altered storefront with marble veneer and arched openings.

415 Jefferson Street, S.W.     ABC Store     1970c  
128-5761-0122     1012315     NB  
Commercial. One-story, two-bay brick veneer commercial building with standing-seam metal overhang and aluminum-and-plate-glass windows and entrance.

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501-503 Jefferson St., S.W. I.J.L. Wachovia 1910c  
128-5761-0123 1012716/1012717 NB  
Commercial. Two-story, four-bay brick commercial building with modern façade alteration of brick veneer with molded cornice at roof and storefront. Triple 2/1 windows with segmental arch and keystone. Recessed arched entry.

505 Jefferson Street, S.W. 1920c  
128-5761-0124 1012718 CB  
Commercial. Two-story, two-bay brick commercial building with parapet, molded cornice, and corner pilaster with simple capital. Paired windows. Storefront cornice, arched opening springing from corner pilasters. Aluminum storefront altered.

511 Jefferson Street, S.W. Knights of Pythias/ 1919  
128-5761-0125 1012721 CB  
Commercial. Three-story, four-bay brick commercial building and social hall with molded cornice and elaborate terra cotta frieze. Paired metal hopper windows with 6 horizontal lights. Terra cotta frieze at storefront.

601 Jefferson Street, S.W. Coulter Building 1926  
128-5761-0126 1013308 CB  
Commercial. Four-story, seven-bay brick office building with clipped corner and heavy molded cornice with modillions. Windows, storefront and entrance replaced with aluminum system.

617 Jefferson Street, S.W. Patrick Henry Hotel 1925  
128-5761-0127 1013313 CB  
128-0235 NR  
Colonial Revival. Ten-story, eight-bay brick and concrete hotel designed by noted New York hotel designer, William Lee Stoddard. Ashlar foundation; dark-red brick walls in Flemish bond with glazed headers; contrasting cast-concrete detailing in the elaborate cornice and friezes at the roof and 3<sup>rd</sup> story. Paired windows (replacement) with elaborately detailed arched surround on



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the 10<sup>th</sup> floor. Enclosed cast-iron balcony with brackets and cresting extends over the entrance and sidewalk on front. Storefronts and entrances have been altered. Interior lobby and mezzanine intact.

**KIRK AVENUE, S.W. (north side)**

15 Kirk Avenue, S.W.	Parking Structure	1960c
128-5761-0038	1011713	NS

No style. One-story, one-bay concrete block structure.

113-115 Kirk Avenue, S.W.	Perkinson Law Office	1938
128-5761-0039	1011524	CB

Commercial. Two-story, four-bay brick office building with flat roof and stepped parapet with minimal brick detailing. Wood sash windows with 6/1 lights flanked by shutters. Altered storefront with aluminum fixed show windows, infilled transom and two single-leaf wood paneled doors.

123 Kirk Avenue, S.W.	J.M. Oakey, Inc.	1910c
128-5761-0040	1011521	CB

Commercial. Three-story, four-bay brick commercial building with flat roof and corbelled brick cornice. Segmental-arched windows covered with boards. Corbelled storefront cornice. Flush storefront with fixed windows and two single-leaf doors.

127-129 Kirk Avenue, S.W.	Kennard Pace Co.	1920c
128-5761-0041	1011520	CB

Commercial. Two-story, five-bay brick commercial building with flat roof with parapet and molded cornice with dentils. Raised brick sign tablet. Paired windows at either end. Molded storefront cornice with dentils. Storefront altered.

131-133 Kirk Avenue, S.W.		1910c
128-5761-0042	1011505	NB

Commercial, remodeled. Two-story, two-bay stucco/ brick commercial building with stepped

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parapet. Molded wood window heads and storefront cornice. Windows replaced. Storefront altered with tile base, fixed, multi-light windows and multi-paneled wood doors.

**KIRK AVENUE, S.W. (south side)**

14 Kirk Avenue, S.W.                      SFCS                      1970s  
128-5761-0051                      1011804                      NB  
Commercial. Two-story, three-bay brick veneer office building with minimal detailing. Large banks of fixed aluminum-and-plate glass windows. Recessed entrance with concrete lintel and double-leaf door..

16 Kirk Avenue, S.W.                      1925c  
128-57661-0050                      CB  
Commercial. Two-story, four-bay brick commercial building with stepped parapet and minimal detailing. Wood sash 6/6 windows. Flush storefront with infilled transoms, fixed windows and single-leaf doors. Minimal alterations.

18-20 Kirk Avenue, S.W.                      1930c  
128-5761-0049                      CB  
Commercial. One-story, three-bay brick commercial building with a stepped parapet with simple cornice. Three aluminum-and-plate-glass storefronts with infilled transoms and single-leaf doors. Central storefront features recessed entrance, with flanking storefronts flush. Minimal alterations.

22-28 Kirk Avenue, S.W.                      1940c  
128-5761-0048                      1011803                      CB  
Commercial. Two-story, six-bay brick commercial building with simple parapet and minimal detailing. Shutters flank the 12/12 wood sash windows. Shallow metal awning over storefront. Four aluminum storefronts with fixed store windows, transoms, and recessed single-leaf doors.

112 Kirk Avenue, S.W.                      Davis-Stephenson Building                      1912

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128-5761-0047                      1011609                      CB  
Romanesque/Classical Revival. Two-story, five-bay office building with rusticated stone base and brick above. Flat roof with parapet and heavy cornice with dentils and modillions. Cast-stone entablature with building name. Three central windows are larger with segmental-arched opening in recessed bays. Windows on either end square-headed, 1/1 wood sash. Multi-light, segmental-arch transoms top the central entrance and two flanking windows. Single-leaf, single-light wood doors with rectangular transom in either end bay.

114 Kirk Avenue, S.W.    1942  
128-5761-0046                      1011608                      CB  
Commercial. Two-story, five-bay, yellow brick commercial building with simple stepped parapet roof and minimal brick detailing. Panel of patterned brick below the 6/1 wood sash windows. Flush aluminum storefront with transom and three single-leaf doors. Identical to 118-120 Kirk Avenue, S.W.

118-120 Kirk Avenue, S.W.    1942  
128-5761-0045                      1011607                      CB  
Commercial. Two-story, five-bay, yellow brick commercial building with simple stepped parapet roof and minimal brick detailing. Panel of patterned brick below the 6/1 wood sash windows. Flush aluminum storefront with transom infilled and two single-leaf doors. Identical to 114 Kirk Avenue, S.W.

124 Kirk Avenue, S.W.                      WDBJ    1937  
128-5761-0044                      1011605                      CB  
Art Deco. Two-story, six-bay brick commercial building. Tall, narrow windows with panels of stylized brick patterns accent the façade. Carrera glass design fills one window bay. Corbelled brick frames the recessed main entrance with terrazzo entry and double-leaf wood doors with stylized, diagonally-set metal handles. Storefront features marble base, fixed aluminum windows and a single-leaf recessed entry.

128 Kirk Avenue, S.W.                      J.M. Oakey, Inc.    1915c  
128-5760-0043                      1011604                      CB

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Commercial. Three-story, five-bay brick commercial building with stepped parapet and molded metal cornice with dentils. Wood sash windows with 9/1 lights, paired in central bay. Aluminum storefront windows and recessed, single-leaf entrance. Transoms infilled.

**LUCK AVENUE, S.W. (north side)**

109 Luck Avenue, S.W.	Scott Motor Co.	1925c
128-5761-0077	1012218	CB

Commercial. One-story commercial building with flat roof and no detailing. Flat metal awning extends over flush aluminum storefront with single-leaf door.

**LUCK AVENUE, S.W. (south side)**

22 Luck Avenue, S.W.	Weldners Garage	1920c
128-5761-0080	1012706	CB

Commercial. Two-story, three-bay brick commercial building with stepped parapet and corbelled brick cornice. Arched window openings with square-headed 9/9 wood sash windows. Arched entrance with single-leaf door, broken transom and sidelights..

Luck Avenue, S.W.	Parking Structure	1960c
128-5761-0079		NS

No style. One-story, one-bay concrete block structure with gable roof, single-leaf door and sliding aluminum window.

120 Luck Avenue, S.W.	Turner Motor Co.	1920c
128-5761-0078	1012606	CB

Commercial. Two-story, seven-bay brick commercial building with parapet and corbelled brick cornice. Paired windows are 1/1 sash with a 3-light transom. Some windows boarded. West storefront boarded. East storefront features fixed, wood multi-light windows and single-leaf entrance.

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**SECOND STREET, S.W. (east side)**

302 Second Street, S.W.      Southern Virginia Savings Bank      1974  
128-5761-00143      1011502      NB  
Commercial. Five-story, steel-frame bank building with curtain wall, elevator tower, and recessed corner entry.

308 Second Street, S.W.      / Jaro House      1907  
128-5761-0142      1011503      CB  
Commercial. Two-story, two-bay brick commercial building with molded cornice and modillions. Paired, 6/9 sash windows. Altered storefront with fixed, multi-light window and recessed entrance.

310 Second Street, S.W.      / Angler's Café      1907  
128-5761-0141      1011504      CB  
Commercial. Two-story, two-bay brick commercial building with minimal detailing. Corbelled brick course above windows. Paired 1/1 sash windows. Storefront cornice, Aluminum storefront with tile base and recessed, single-leaf entrance. Transoms infilled.

312 Second Street, S.W.      Phelps-Armistead Furn/Grand Piano/Kirk's      1920c  
128-5761-0140      1011601      CB  
Commercial. Five-story, three-bay brick commercial building with wide, overhanging cornice and modillions. Storefront cornice and belt course above 4<sup>th</sup> story divide building into base, shaft and capital. Buff colored brick with corner quoins. Large, triple windows with 1/1 lights. Fixed, aluminum and glass storefront windows. Recessed entrance.

402 Second Street, S.W.      St. Mark's / Greene Memorial M.E. Church      1890  
128-5761-0139      1012201      CB  
Gothic Revival. Rusticated stone church with gable roof, corner bell tower with spire, and large pointed-arch, stained glass window. Smaller corner tower at south corner with crenellated parapet. Pointed-arch stained glass windows. Slate roof. Three arched, double-leaf entrances.

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Two-story education wing with crenellated parapet and rusticated stone façade.

502 Second Street, S.W.

1936

128-5761-0138

1012601

CB

Commercial. Two-story brick theater with metal cornice at attic level. Aluminum marquee with vertical attached signboard. Corbelled brick quoins on end pilasters. T-111 siding on upper level. Glass block windows on side.

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## 8. SIGNIFICANCE

### *SIGNIFICANT DATES (continued):*

1890  
1910  
1911  
1915  
1922  
1925  
1926  
1927

### *STATEMENT OF SIGNIFICANCE*

The Roanoke Downtown Historic District is located in the historic center of Roanoke, a commercial and transportation center that developed in the late 1800s with the location of the Norfolk & Western Railway headquarters. Originally known as Big Lick for the area's salt licks, the development of Roanoke has always been closely associated with transportation - from the early animal and Indian trails, to the major routes of the Great Road and the Carolina Road in the late 1700s and early 1800s, and culminating with the construction of the Norfolk & Western Railway headquarters in 1882. With the direct link to ports in the Chesapeake Bay, Big Lick was renamed Roanoke in 1882 and became a major shipping hub and center for local commerce and government. The district is situated at the financial, commercial and governmental center of the city. Bounded by Campbell Avenue S.W., South Jefferson Street, Franklin Road, and Third Street, the district consists of 49 acres and includes relatively intact blocks of government and commercial buildings dating from the late 19<sup>th</sup> to the mid-20<sup>th</sup> century. These buildings, with their wide range of 19<sup>th</sup> and 20<sup>th</sup> century styles, including notable examples by well-known architects, reflect the prosperity of the city throughout this period. The district qualifies for listing on the National Register under Criteria A and C with local significance in the areas of architecture, commerce, and politics/government from 1881 to the mid-20<sup>th</sup> century.

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## ***HISTORIC BACKGROUND***

### ***Colony to Nation (1750-1789)***

Permanent settlement of the Roanoke Valley began in the 1740s, nearly 70 years after the first expedition west of the Blue Ridge by Thomas Batts and Robert Fallam. The area, which was then part of Orange County and first referred to as "Big Lick" in court records in 1746, was settled primarily by the Germans and Scotch-Irish who came south from Pennsylvania and Maryland through the Great Valley and engaged in subsistence farming (Kegley 1938:36, Barnes 1968:6). Research by Barnes and mapmaker J.R. Hildebrand indicates that the earliest patents for land in today's downtown area were held by Archibald Campbell, Thomas Tosh, and John Smith. Although the French and Indian War interrupted settlement of the Roanoke Valley from 1754 to 1764, the population of the area continued to grow following the war, prompting the formation of Botetourt County from Augusta in 1770.

### ***Early National Period (1789-1830)***

The Roanoke Valley continued to be settled during the late 18th and early 19th century by Germans and Scotch-Irish emigrating south through the Great Valley and by Tidewater Virginians of English descent moving westward with their slaves along the Warwick Road through the Blue Ridge Mountains (along present-day Route 460). This settlement consisted of large tracts of land and self-sustaining farms with no settled communities in the area. Ordinaries along the main transportation routes, mills and churches served as the primary gathering places during this period. One of the earliest structures in the area was the Stover House, constructed by William Stover ca. 1794 at the site of a "bold spring" on the original Archibald Campbell lands at the corner of present-day Campbell Avenue and Second Street. The site of this house, later known as the Trout House, which served as an inn on the Carolina Roan, is presently occupied by the Crystal Tower building (White, 1982: 18).

As the region became more populated, several attempts were made to establish towns in the early 1800s. In 1801, Samuel Adams laid out the town of New Antwerp at the intersection of two primary transportation routes (present-day Williamson Road and Orange Avenue) just north of the Big Lick with 108 lots selling for thirty dollars each. Unfortunately, the marshy conditions of the salt lick as well as the lack of a good water source made this venture unsuccessful (White, 1982:30-31). Another attempt to establish a town was associated with plans by the Roanoke



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Navigation Company to build a canal system linking the Roanoke River to railroads and ports of the east coast. Charles Johnson purchased land along Tinker Creek to establish the town of Prestonville, however, neither the canal system nor the town ever materialized (White, 1982: 33-34). The town of Salem, which was also laid out in the early 1800s at the juncture of major transportation routes, was the only one of these early towns to survive.

#### ***Antebellum Period (1830-1860)***

The years prior to the Civil War marked a period of great prosperity and growth in Virginia. Settlement in the Roanoke Valley reflected this as the farms in the area became more established and the early log houses began to be replaced with more substantial and permanent brick dwellings. At the southeast end of downtown, Thomas Tosh constructed the brick dwelling Elmwood in 1830 on 230 acres (White: 51). This dwelling would later serve as the city's first public library.

In 1834 the community of "Big Lick" developed around John and Cornelius Pate's store, tavern and mill on the Warwick Road to the northeast of what would become downtown Roanoke (at the intersection of present-day Interstate 581 and Orange Avenue). After William Rowland purchased the property in 1834, a town was laid out and lots were auctioned. In 1835, the town was chartered as Gainesborough, named after Rowland's partner, Major Kemp Gaines (Barber 1991:27). The area and the surrounding region continued to grow in population, warranting the creation of Roanoke County in 1838. At this point, tax records indicated four buildings in Gainesborough and an additional 6 in Big Lick (White: 39).

The most significant event that would influence the immediate and future growth of Big Lick was the formation of the Virginia and Tennessee Railroad in 1848 to run from Lynchburg to Bristol. With the tracks completed from Lynchburg to Big Lick in 1852, the Roanoke Valley became connected to the ports of Norfolk and the Chesapeake Bay through the various railroad lines (Jack and Jacobs 1912:27). The few stores and businesses of Gainesborough began to move south to the Big Lick Depot on Commerce (Second) Street and the railroad tracks, the site of present-day downtown Roanoke. By the time of the Civil War, the settlement of Big Lick consisted of approximately five commercial buildings, including a tobacco factory, and five dwellings (Jack and Jacobs 1912:27).

#### ***The Civil War (1861-1865)***

During the Civil War, the presence of the railroad attracted the Union Army to the area to destroy

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this important supply line. The first attack occurred in December 1863 when Union General Averill attacked Salem, burning the depot and destroying the railroad tracks and bridges in the area. In June 1864, Union troops under General Hunter burned the Big Lick Depot and tracks as well as nearby factories in their retreat from Lynchburg to West Virginia (White: 57). The area was attacked again in 1865 during Stoneman's Raid through Southwest Virginia.

### ***Reconstruction and Growth (1865-1917)***

After the Civil War, Big Lick recovered quickly with the reconstruction of the railroad. In 1874, the town of Big Lick was chartered with a population of approximately 600 and boundaries that encompassed one square mile with the depot at the center. By 1876, Big Lick consisted of three churches, seven dry goods stores, a drug store, a bank, five tobacco factories, three tobacco warehouses, a flour mill, a foundry, a tinware manufacturer, a harness maker, a wagon and plow factory, two blacksmith shops, two photograph galleries, and three saloons. Land at this time was valued at \$30 per acre (Jack and Jacobs, 1912: 93).

The reconstruction of the railroads after the war prompted the consolidation of many of the smaller lines. In 1881, the Shenandoah Valley Railroad from Hagerstown, Maryland merged with the east-west Atlantic, Mississippi & Ohio Railroad (formerly the Vinian and Tennessee Railway) to form the Norfolk & Western Railway Company. With the announcement that Big Lick would become the intersecting point and headquarters for the new line, the town became a primary shipping point for the region (Jack and Jacobs 1912:27-28). In exchange for local subscriptions totaling \$10,000 to pay for right of ways for the tracks, the railroad company planned to construct the tracks, shops, a hotel, and other buildings along the tracks. The boundaries of the town were expanded in 1882 to 3.5 square miles and the population of Big Lick had soared from 669 in 1880 to over 5,000 by 1884 (Jacks and Jacobs, 1912:95). In honor of this and in anticipation of the future growth and importance of the new town as an important railroad center, the citizens elected in 1882 to rename the town. After declining offers to name the town in his honor, Frederick J. Kimball, president of the Shenandoah Valley Railroad, suggested the town be named "Roanoke."

Between 1880 and 1890, the incredible population boom continued, increasing 2,415% from 669 to 16,154 as the railroad brought thousands of workers to the area. The town of Roanoke became a city in 1884 and expanded its boundaries again in 1890 to accommodate this rapid growth. The construction by the railroad of the Hotel Roanoke and the new depot near the intersection of Jefferson Street and the railroad in 1882 prompted expansion of the commercial district to the east from Commerce (Second) Street. This shift was further emphasized by 1900 with the

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renaming of the north-south streets to First, Second, Third, etc. with Jefferson as the center point. Campbell Avenue and Jefferson Street became the nucleus of the new downtown that emerged to provide goods and services for the quickly growing town. The City Market Building (1886/1922) served as an anchor to the east of Jefferson (now the City Market Historic District) and the Courthouse (1887, later City Hall, 1915) at Campbell and Second Street served as the anchor to the west. The First National Bank of Roanoke was chartered in 1882, originally located on Commerce (Second) Street before moving to the Terry Building at Jefferson Street and Campbell Avenue by 1900. In 1910, the bank constructed its own 7-story brick building, **First National Bank, at 101 South Jefferson**. By 1890, six more banking institutions were operating in Roanoke, including the **National Exchange Bank (201 South Jefferson Street)**, founded in 1889, which constructed a Neoclassical building in 1911. Other early commercial buildings constructed further east towards Jefferson Street included the **Asberry Building** and the **E.H. Stewart Furniture Company**, both built ca. 1890 in the first block of West Campbell Avenue.

The infrastructure of the city improved as well during this period. The Southern Bell Telephone and Telegraph Company began operations in 1884 and the *Roanoke Daily Times* published its first paper in 1886 before moving into the building at **122 West Campbell Avenue** in 1892. Other services established in the city by 1890 included the Y.M.C.A., the Vigilante Fire Company, the Roanoke Street Railway Company, the Roanoke Electric Light & Power Company, the Allegheny Institute, and the National Business College. In 1886, citizens passed a \$90,000 bond for the construction of sewers, streets, a market house, a courthouse, a jail, a poor house, and a school (White 1982:72). The city adopted a new charter in 1892 that expanded the boundaries once again and provided for a board of public works, a police force, and a city auditor. The Board of Trade, predecessor to today's Chamber of Commerce, was also established in 1892 with 164 members. The growth of Roanoke as a business center prompted John M. Oakey to move his funeral service business from Salem and construct a new building in Roanoke in 1895 at **124 West Campbell Avenue**.

As is typical of a "real estate boom", Roanoke also suffered some "bust" years. Many of the real estate development companies had a short life span. A devastating snowfall in 1890 that caused tremendous property damage followed by a nation-wide financial panic in 1893 slowed down the speculative growth. As influential and successful as many of the early financiers were, they could come and go quickly. The Roanoke City Directory listed two development companies and thirteen investment companies in 1890, but only three such companies a decade later. By 1896 P.L. Terry -- builder of Roanoke's first skyscraper, the Terry Building (1892) -- and his son-in-

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law S.W. Jamison went broke when their bank The Roanoke Trust, Loan and Safe Deposit Company failed due to bad real estate investments (White 1982:84).

By the early 20th century, the city experienced another surge in real estate development with a 62% increase in population in the first decade. In 1900, the population of Roanoke reached 21,500, making it the largest city in Southwest Virginia (Kern:14). This growth would increase an additional 80% to 38,874 in 1910. Despite a national financial depression in 1907, the businesses of Roanoke continued to prosper and build new quarters in downtown. City directories confirm this rebound, documenting an increase from 70 to 190 incorporated companies and from four land companies to 22 between 1900 and 1910. The *Roanoke Times* reported an increase in building permits with an impressive total of 415 new houses and eighteen commercial buildings under construction in 1905 as well as a new Norfolk & Western passenger station (Barnes 1968:405). The progressive development of the city as it entered into the 20<sup>th</sup> century can be credited to the prominent and civic-minded businessmen who promoted the city in its early days and helped to establish the necessary business institutions. As a founding member with Edward L. Stone and William C. Stephenson of the Young Men's Investment Company, Junius B. Fishburn helped to establish the National Exchange Bank in 1889 as well as the Times World Corporation, which published both of Roanoke's daily newspapers. Fishburn was involved in a number of manufacturing concerns and businesses in Roanoke, including the Shenandoah Life Insurance Company, from which he purchased the first policy in 1916 (Bruce, 1982:168). Testament to his business acumen is the fact that all three of these enterprises continue to operate today in some fashion.

City directories and Sanborn Fire Insurance maps show that the downtown area had fully developed as a commercial district by the 1920s. The banks helped establish Jefferson Street and Campbell Avenue as the primary thoroughfares of downtown. The **First National Bank** moved into its new seven-story skyscraper at 101 South Jefferson in 1910 and the **National Exchange Bank** constructed a building on the next corner at **201 South Jefferson** in 1911. The **Colonial Bank and Trust Company** opened in 1910 at 116 West Campbell Avenue. In 1914, the American National Bank formed from the Bank of Commerce and located in the **Ferguson Building at 102 West Campbell Avenue** in 1919 (Barnes, 1968:513,562). A number of larger office buildings were also constructed in the early 20<sup>th</sup> century, including the **Horton Building (304 First Street)** in 1909 on the former site of a livery stable to house the newly chartered **Grand Piano Company**. Other large buildings on First Street dating to this period include the 1911 **Lakeland Masonic Lodge/Reams, Jones & Blankenship Furniture Company (211 First Street)** and the **Anchor Building/Shenandoah Building at 301 First Street**, which was

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constructed initially as a three-story building in 1910 before five additional stories were added in 1921 (Barnes, 1968:603). Jefferson Street continued as a major thoroughfare, developing further south from Campbell Avenue during this period. A number of three-story, three-bay brick commercial buildings lined Jefferson Street by 1910. Larger buildings, such as the six-story **Strickland Building/Mountain Trust Bank (302 South Jefferson)** and the **Thurman and Boone/S.H. Heironimus Building (401 South Jefferson)**, both constructed in 1915, began to occupy the prominent corners of Jefferson. Further west on Second Street, the **Phelps and Armistead Furniture/Grand Piano Company Building** was erected ca. 1916. Land development companies as well as service professionals, such as attorneys, doctors, and insurance agents occupied many of the upper floors of the commercial buildings in Roanoke while retail stores operated out of the ground floors.

Civic improvements continued as well in the early 20<sup>th</sup> century. The Women's Civic Betterment Club formed in 1906 as part of a national movement of women becoming more involved in the welfare of their cities. One of their initial projects was to bring the Boston landscape designer John Nolen to Roanoke to develop a comprehensive plan for the city. Although this progressive plan was never adopted, the club did champion a wide range of projects that included city parks, better schools, better sanitation, street paving, a library, a juvenile court, a nursery school for working mothers and a local chapter of the American Cancer Society (White, 1982:87). The new **City Hall/Municipal Building**, designed in 1915 by noted Virginia architects Edward G. Frye and Aubrey Chesterman, illustrates the influence of the City Beautiful movement with its spacious setting on an entire city block between Second and Third streets on Campbell Avenue and its imposing Neoclassical style.

Church Avenue became the address of a number of churches in the early 20<sup>th</sup> century as the city's population grew. The 1900 City Directory lists First Christian (344 Church Avenue), **Greene Memorial Church (402 Second Street)**, First Presbyterian Church (Third and Church Avenue), St. Mark's Lutheran Church (Second and Church Avenue); and Trinity Methodist Church (401 Church Avenue). As congregations grew and needed more space, many of these churches moved to the nearby suburbs in the 1920s.

#### ***World War I and World War II (1917-1945)***

The 1920 population of 50,842 increased to 69,287 in 1940 with annexations to the city in 1919, 1926, and 1943. While most of the new development was residential and occurred in the suburbs, the businesses and government of Roanoke continued to be located in the downtown area. The new **City Hall/Municipal Building**, constructed in 1915, and the 1932 **United States**

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**Post Office and Courthouse** on Campbell Avenue and Church Avenue between Second and Third streets confirmed this area as the governmental center of the city and a western anchor to downtown. The general prosperity of the times provided for a number of public buildings and services in the 1920s, including: the establishment of a city library in the old Terry House in Elmwood Park; the construction of Jefferson High School in 1928; and the new City Market Building in 1922. In 1928, city officials invited John Nolan to return to update the comprehensive plan for the city. This plan recognized the growth of Roanoke and provided for improved street systems as well as parks and other public amenities.

The commercial district continued to be centered on Jefferson Street and Campbell Avenue, where a number of new office buildings, hotels, banks, and department stores were constructed during this prosperous period. In 1921 W.W. Boxley, a prominent local businessman, developer and mayor of Roanoke, contracted Edward G. Frye and Frank Stone to construct the eight-story **Boxley Building (416 Jefferson Street)**. Boxley came to Roanoke in 1906 as a surveyor and construction worker and quickly allied himself with the railroad construction business. In association with the railroad construction business, he opened quarries that continue to operate today. Active in both politics and business, Boxley served on City Council and was mayor from 1919 to 1922, a period of progress and prosperity for Roanoke. He helped to found the Shenandoah Life Insurance Company, the Colonial American Bank, the Liberty Trust Company and served as the president of the Chamber of Commerce. The Boxley Building stands as a reminder of this progressive era and a tribute to its owner (Kuthy and Whitwell, 1983). As president of the Business Extension Corporation, which formed in the 1920s to help with development ventures in the city, Boxley was also directly involved in the construction of the **Patrick Henry Hotel (617 Jefferson Street)** in 1925. Roanoke's position as the banking hub of southwest Virginia was strengthened in 1927 with the construction of the **Colonial National Bank (202 Jefferson Street)**. Located at the corner of Jefferson and Campbell Avenue, this twelve-story building designed by Frye and Stone, reiterated the prominence of this intersection as the center of downtown and stood as the tallest building in Roanoke for half a century. The bank merged with American National Bank in 1929 to become Colonial American National Bank. Directly across the street, the **National Exchange Bank (201 Jefferson Street)** expanded its 1911 building with a large addition in 1935.

While the designs of the 1920s were typically classical in style, the 1930s introduced the more streamlined vocabulary of the Moderne and Art Deco styles. The **United Cigar Company (1-5 Campbell Avenue)**, constructed in 1929 at the city's most prominent intersection, stood as a deviation from the Neoclassical bank buildings across the street. The **Medical Arts Building**

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(26 Franklin Road), constructed in 1929 to house doctor's and dentist's offices, is another example of this new style with its intricate brickwork in geometric patterns. The **N.W. Pugh Department Store (35 Campbell Avenue)**, which had been located at the corner of Campbell and First Street since the early 1900s, updated their image after a fire with the construction of a new Art-Deco building in 1931. The **Crystal Tower Building (131 Campbell Avenue)** replaced the Ponce de Leon Hotel after it was destroyed by fire in the 1930s. One of the most modern buildings in design and function was the **WDBJ Building (124 Kirk Avenue)**, constructed in 1937 in the Moderne style as the second licensed broadcasting station in the state (Barnes, 1968:770). The **Appalachian Electric Power Building (Franklin Road and First Street)** was constructed in 1940 in the Moderne style and illustrates the prominence of this utility at the time.

#### *The New Dominion (1945 to Present)*

The 1950s began as a prosperous time for Roanoke with post-war populations increasing by 32% during this time of general prosperity. In 1952, Roanoke was named one of eleven All-American Cities based on a host of civic improvements it had accomplished, including: four million dollars in new school construction; the establishment of Mill Mountain Zoo; a new health center; and a new sewage disposal system (White, 1982:112). A new **Roanoke City Public Library** was constructed in 1952 on the site of the original library in Elmwood Park. The construction of the Hunter Viaduct in 1956 caused the demolition of a number of early downtown buildings, particularly in the first block of South Jefferson Street. In 1957, the city celebrated its Jubilee Anniversary of 75 years. However, this marked the end of the boom as the American Viscose Plant closed in 1958 resulting in the loss of 1,750 jobs. During that same year, the Norfolk & Western Railway converted from steam to diesel engines and another 2,000 jobs were lost. The closing of these two operations had a devastating effect on the city's economy. Statistics show that the population began to decrease for the first time ever during this period and virtually no new buildings were constructed downtown until the urban revitalization efforts of the 1970s. Towers Shopping Center and Crossroads Mall, both constructed in the early 1960s as the first suburban shopping malls, became a direct competition for the downtown retail stores. The construction of the new main Post Office in 1966 on redevelopment land in northeast also had a negative impact on downtown as this major government institution moved out of downtown. In spite of this slow decline in the second half of the 20<sup>th</sup> century, downtown Roanoke has survived.

Early redevelopment efforts also helped the area. The Downtown East project brought several new office buildings to the eastern edge of downtown, the main library was expanded with a large addition, and the Center in the Square project planned to revitalize an existing building in the City Market area as a cultural arts center. In 1966, plans were approved for the Roanoke

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Civic Center (completed 1971), to be located in an area slated for urban renewal directly northeast of downtown. In the 1970s, downtown began to revive with the construction of several new bank buildings, particularly at the intersection of Church Avenue and First Street. Government commitment to downtown returned with a large addition to the 1915 **City Hall/Municipal Building** in 1970 and the Poff Federal Building was constructed in 1974 at the southwest edge of downtown.



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## 10. GEOGRAPHICAL DATA

### *Verbal Boundary Description*

The solid black line on the accompanying City of Roanoke tax parcel map indicates the boundaries of the Roanoke Downtown Historic District.

### *Boundary Justification*

The boundaries of the Roanoke Downtown Historic District encompass all those contiguous areas of the early commercial and governmental development in downtown Roanoke west of the City Market Historic District. It reflects the historic character of the city as established during the period of significance, from 1882 to 1952.

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## PHOTOGRAPHS

All photographs are of:

Property Name: Roanoke Downtown Historic District  
Location: Roanoke, Virginia  
VDHR File: #128-5761  
Negative: #19239  
Photographer: Alison Stone Blanton, Hill Studio, P.C.  
Negatives Filed: VDHR Collection  
Virginia State Library and Archives

Photo 1 of 14	201 South Jefferson Street and 202 South Jefferson Street National Exchange Bank and Colonial National Bank looking SE 19239-5
Photo 2 of 14	1-29 Campbell Avenue, SW Looking NW 19239-3
Photo 3 of 14	118-128 Campbell Avenue, SW Campbell Avenue Complex Historic District looking SW 19239-6
Photo 4 of 14	210 Campbell Avenue, SW/215 Church Avenue, SW Roanoke City Municipal Building looking SE 19239-11
Photo 5 of 14	300 block, Campbell Avenue, SW, north side Looking NW 19239-12
Photo 6 of 14	220 Church Avenue, SW and 402 Second Street, SW U.S. Post Office and Courthouse and Greene Memorial Methodist Church looking SE 19239-13

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**PHOTOGRAPHS (continued)**

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| Photo 7 of 14  | 301-305 First Street SW and 211-213 First Street, SW<br>Anchor/Shenandoah Building and Lakeland Masonic Lodge<br>looking NW<br>19239-9  |
| Photo 8 of 14  | 124 Kirk Avenue, SW, 128 Kirk Avenue, SW and 312 Second Street SW<br>WDBJ, J.M. Oakey Inc., and Phelps-Armistead Furniture<br>looking SW<br>19239-10  |
| Photo 9 of 14  | 116-130 Church Avenue, SW and 402 Second Street SW<br>Texas Tavern, Roanoke Stamp & Seal Co., Macado's, Richardson-<br>Wayland Electric Co., and Greene Memorial Methodist Church<br>looking SW<br>19239-20 |
| Photo 10 of 14 | 9-21 Franklin Road, SW and 511 South Jefferson Street<br>Jefferson Electric Co. and Knights of Pythias Building<br>Looking NE<br>19239-14   |
| Photo 11 of 14 | 617 and 601 South Jefferson Street<br>Patrick Henry Hotel and Coulter Building<br>Looking NW<br>19239-16  |
| Photo 12 of 14 | 410-416 South Jefferson Street<br>Meals & Burke Building and Boxley Building<br>Looking SE<br>19239-18  |
| Photo 13 of 14 | 300 block South Jefferson Street, east side<br>Looking NE<br>19239-19   |

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**PHOTOGRAPHS (continued)**

Photo 14 of 14	302-316 South Jefferson Street Strickland Building (302 South Jefferson Street) Looking SE 19239-4
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# LIST OF OWNERS

P.10F3  
downtown rr ownersmar02

TAXID	PROPADI	PROPRNAME	PROPPROP	OWNER1	OWNER2	OWNERADDR1	OWNERADDR2	OWNERZIP
1012220	413 FIRST	ST	SW	ALBACO PROPERTIES LLC		P O BOX 12785	ROANOKE, VA	24028
1011816	0 JEFFERSON	ST	SW	ALLRIGHT REALTY CO		P O BOX 53390	HOUSTON, TX	77052
1011508	128 CAMPBELL	AV	SW	ANGELL ASSOCIATES, LLC		1920 CHAPMAN A	ROANOKE, VA	24016
1013301	38 FRANKLIN	RD	SW	APPALACHIAN ELECTRIC POWER CO		215 CHURCH AVE	ROANOKE, VA	24011
1012203	124 CHURCH	AV	SW	AVENTINE ASSOCIATES		P O BOX 2140	ROANOKE, VA	24009
1012209	0 CHURCH	AV	SW	BANK OF VA-ROANOKE VALLEY	ATT:H R HARNESBURG	P O BOX 57000	ROANOKE, VA	24003
4011305	312 JEFFERSON	ST	SE	BLUE EAGLE PARTNERSHIP	% CALVIN POWERS	P O BOX 12068	ROANOKE, VA	24022
1012314	408 JEFFERSON	ST	SW	BLUE EAGLE PARTNERSHIP	% DLC TRIAL LAWER,	P O BOX 2030	ROANOKE, VA	24009
1011812	19 CHURCH	AV	SW	BODOLIN INC		P O BOX 13527	ROANOKE, VA	24035
4011704	416 JEFFERSON	ST	SE	BOXLEY BUILDING LLC		410 S JEFFERSON	ROANOKE, VA	24011
4011702	408 JEFFERSON	ST	SE	BRANCH FAMILY LLC (THE)	% TOWERS SHOPPING	2125 COLONIAL A	ROANOKE, VA	24015
1011027	108 CAMPBELL	AV	SW	BUSH-FLORA SHOE CO INC		2322 AVENHAM A	ROANOKE, VA	24014
1012711	25 FRANKLIN	RD	SW	C I S ASSOCIATES		213 JEFFERSON S	ROANOKE, VA	24011
1011714	213 JEFFERSON	ST	SW	CARLION SERVICES INC ETAL		3982 LARK CR	ROANOKE, VA	24014
1011705	24 CAMPBELL	AV	SW	CHO, MUN KWANG	CHO, HAN JA	215 CHURCH AV	ROANOKE, VA	24011
1012104	0 CHURCH	AV	SW	CITY OF ROANOKE	PAPE, ARTHUR F JR	108 CAMPBELL AV	ROANOKE, VA	24011
1011518	106 CAMPBELL	AV	SW	COLE, DAVE E		1630 BELLEVUE	ROANOKE, VA	24013
1011802	0 KIRK	AV	SW	COLEMAN, WARREN P		4433 S MILITARY	CHESAPEAKE, VA	23321
4010801	202 JEFFERSON	ST	SE	COLONIAL ARMS BUILDING, LC		P O BOX 20809	ROANOKE, VA	24018
1011526	209 FIRST	ST	SW	COMMONWEALTH BUILDINGS		145 W CAMPBELL	ROANOKE, VA	24011
1011021	131 CAMPBELL	AV	SW	CRYSTAL TOWER BLDG CORP	% T D STEELE	210 FIRST ST SW	ROANOKE, VA	24011
1011716	0 KIRK	AV	SW	CSS PARTNERSHIP	DAVIDSON, SIGMUND	2517 MT VERNON	ROANOKE, VA	24015
4011703	410 JEFFERSON	ST	SE	DAVIDSON, HARRIET C AND		121 CAMPBELL AV	ROANOKE, VA	24011
1011023	121 CAMPBELL	AV	SW	DIAMOND POINT INC		124 CAMPBELL AV	ROANOKE, VA	24011
1011509	124 CAMPBELL	AV	SW	DOWNTOWN ASSOCIATES		P O BOX 20803	ROANOKE, VA	24018
1012312	0 LUCK	AV	SW	ELLIOTT, CONSTANCE LYNN ETALS	EWALD, GORDON A-TR	243 SADDLEBACK	HARDY, VA	24101
1011813	17 CHURCH	AV	SW	EWALD, FRANK E		23 W CHURCH AV	ROANOKE, VA	24011
1011811	23 CHURCH	AV	SW	FALLON FLORIST INC		P O BOX 12808	ROANOKE, VA	24029
4011304	310 JEFFERSON	ST	SE	FINKS JEWELERS INC		210 FIRST ST SW	ROANOKE, VA	24011
1011701	34 CAMPBELL	AV	SW	FIRST CAMPBELL SQUARE LLC		P O BOX 27131 FA	RALEIGH, NC	27611
1012211	106 CHURCH	AV	SW	FIRST CITIZENS BANK & TRUST		30 CHURCH AVE	ROANOKE, VA	24011
1012303	30 CHURCH	AV	SW	FIRST FEDERAL BUILDING L.C.	% F & W MANAGEMENT	P O BOX 20809	ROANOKE, VA	24018
1012301	38 CHURCH	AV	SW	FIRST FEDERAL BUILDING L.C.	% MR W J GARST	P O BOX 13327	ROANOKE, VA	24040
1011710	201 JEFFERSON	ST	SW	FIRST UNION NATIONAL BANK OF VA	ROBERTS, ANDREW L	P.O. BOX 2544	ROANOKE, VA	24010
1010834	318 CAMPBELL	AV	SW	FOSTER, NATALIE R	ROBERTS, ANDREW L	P.O. BOX 2543	ROANOKE, VA	24011
1012217	0 LUCK	AV	SW	FOSTER, NATALIE R		30 FRANKLIN RD	ROANOKE, VA	24007
1013304	26 FRANKLIN	RD	SW	FRANKLIN ASSOCIATES		P O BOX 1578	ROANOKE, VA	24014
1010835	317 CAMPBELL	AV	SW	GAR DAM INC		4235 ELECTRIC R	ROANOKE, VA	24011
1011022	0 CAMPBELL	AV	SW	GRAND PIANO & FURNITURE CO	% CITY OF ROANOKE	215 CHURCH AV	ROANOKE, VA	24011
1011106	0 SALEM	AV	SW	GREATER ROANOKE TRANSIT CO		402 SECOND ST S	ROANOKE, VA	24011
1012201	402 SECOND	ST	SW	GREEN MEMORIAL M E CHURCH		P O BOX 240	ROANOKE, VA	24002
1010837	305 CAMPBELL	AV	SW	GREENBERG, RICHARD L		19 FRANKLIN RD	ROANOKE, VA	24018
1012714	17 FRANKLIN	RD	SW	H C BAKER SALES COMPANY INC				

## PROPERTY OWNERS

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PROPERTY OWNERS

OWNERS - CONTINUED P. 2 OF 3  
downtown nr ownersmar02

TAXID	PROPADI	PROPRDNAME	PROPRF	OWNER1	OWNER2	OWNERADDR1	OWNERADDR2	OWNERZIF
1012613	RD	117 FRANKLIN	SW	HALE, LANCE M ESQ PC		P O BOX 1721	ROANOKE, VA	24008
1012713	RD	21 FRANKLIN	SW	HANNABASS, KEITH A		ROUTE 1 BOX 573 CATAWBA, VA		24070
1011503	ST	308 SECOND	SW	HART, JAMES P JR		308 SECOND ST S ROANOKE, VA		24016
1011806	ST	303 JEFFERSON	SW	HASAN, NIDAL M	HASAN, MAHA H	303 JEFFERSON S ROANOKE, VA		24011
1011801	ST	312 SECOND	SW	HICKORY, S B INC		401 WALNUT AVE ROANOKE, VA		24018
1012702	ST	0 FIRST	SW	HILDEBRAND, JOHN ROBERT	HILDEBRAND, DAVID C	630 DOGWOOD L SALEM, VA		24153
1011817	AV	37 CHURCH	SW	HOLLY POINT PARTNERS II LLC		5205 WEST SHOR RICHMOND, VA		23212
1012306	AV	26 CHURCH	SW	HOWARD, JERRY J	HOWARD, EDDY D	28 CHURCH AV S ROANOKE, VA		24011
1012307	AV	24 CHURCH	SW	HOWARD, JERRY JAMES	HOWARD, EDDY D	1402 MAPLE AVE ROANOKE, VA		24018
1012318	AV	16 CHURCH	SW	HUFFMAN, DEAN S	BLACKBURN, SUZANN	P O BOX 44 FINCASTLE, VA		24090
1011517	AV	108 CAMPBELL	SW	INDUSTRIAL DEVELOPMENT AUTHOR	%COMMONWEALTH B	P O BOX 20809 ROANOKE, VA		24018
1011131	AV	7 CAMPBELL	SW	JEFFERSON STREET ENTERPRISES		107 S JEFFERSON ROANOKE, VA		24011
1011025	AV	117 CAMPBELL	SW	KAMINSTER, RUTH E		117 W CAMPBELL ROANOKE, VA		24011
1010832	AV	327 CAMPBELL	SW	KAZIM TEMPLE CORPORATION		628 W CAMPBELL ROANOKE, VA		24016
1011505	AV	131 KIRK	SW	KIRK AVE BUILDING ASSOC	%JOHN H KENNETT	133 W KIRK AVEN ROANOKE, VA		24011
1011805	ST	301 JEFFERSON	SW	KIRK-JEFF INC		P O BOX 8278 ROANOKE, VA		24014
1010838	AV	301 CAMPBELL	SW	KRASNOW, JEFFREY H	KRASNOW, RITA M	301 CAMPBELL AV ROANOKE, VA		24016
1011511	AV	120 CAMPBELL	SW	LAGNIAPPE, LLC		P O BOX 1204 ROANOKE, VA		24008
1011510	AV	122 CAMPBELL	SW	LAGNIAPPE, LLC		P O BOX 5308 CHARLOTTESVILLE, VA		22805
1012317	AV	22 CHURCH	SW	LANNIS-MANUS GROUP (THE)		P O BOX 2795 ROANOKE, VA		24001
1012716	ST	501 JEFFERSON	SW	LAWYERS OFFICES, LLC	% JOHN R PATTERSON	213 S JEFFERSON ROANOKE, VA		24011
1012308	ST	410 FIRST	SW	M & C PROPERTIES INC		410 FIRST ST SW ROANOKE, VA		24011
1011123	ST	101 JEFFERSON	SW	M F W ASSOCIATES	%FRALIN & WALDRON	30 FRANKLIN RD ROANOKE, VA		24011
1012207	AV	118 CHURCH	SW	MACHER, RICHARD H		P O BOX 1911 ROANOKE, VA		24008
1012205	AV	120 CHURCH	SW	MACHER, RICHARD H		120 W CHURCH A ROANOKE, VA		24011
1011703	AV	30 CAMPBELL	SW	MAGHERA, HARINDER S	MAGHERA, JASWINDE	30 CAMPBELL AV ROANOKE, VA		24011
1011527	ST	211 FIRST	SW	MASONIC LAKEAND LODGE		P O BOX 13183 ROANOKE, VA		24031
1011028	AV	105 CAMPBELL	SW	MCCLUNG, DAVID S II ETALS		1480 HOLLY BRO SALEM, VA		24153
1010509	ST	11 JEFFERSON	SW	MCMANUS, HOWARD R	MCMANUS, FRANCES	P O BOX 11881 ROANOKE, VA		24022
1011124	ST	105 JEFFERSON	SW	MEAGHER, HUGH A	MEAGHER, BRIDGET B	105 S JEFFERSON ROANOKE, VA		24011
1013307	RD	6 FRANKLIN	SW	MECHANICAL DEVELOPMENT	COMPANY INCORPOR	P O BOX 190 SALEM, VA		24153
1012309	ST	414 FIRST	SW	MERRICKS, STEPHEN ELDRIGE	MERRICKS, ETHEL LEC	414 FIRST ST SW ROANOKE, VA		24016
1011127	AV	1 CAMPBELL	SW	MIN, HONG K		2727 ELECTRIC R ROANOKE, VA		24018
4011301	ST	302 JEFFERSON	SE	MOUNTAIN TRUST BANK	% D & T PROPERTY TA	P O BOX 723427 ATLANTA, GA		31139
1012310	ST	418 FIRST	SW	N & W PROPERTIES	% N & W PROPERTIES	30 FRANKLIN RD ROANOKE, VA		24011
1011512	AV	118 CAMPBELL	SW	ONE HUNDRED EIGHTEEN CAMPBELL		118 CAMPBELL AV ROANOKE, VA		24011
1011519	AV	102 CAMPBELL	SW	ONE O FOUR CAMPBELL AVENUE LLC	P O BOX 5308 CHARLOTTESVILLE, VA			22905
1012607	AV	110 LUCK	SW	ONE-O-FIVE FRANKLIN ASSOC		101 FRANKLIN RD ROANOKE, VA		24011
1012721	ST	511 JEFFERSON 51	ST	OSEOLA LODGE NO 47 K OF P TRS	K OF P TRS	P O BOX 14044 ROANOKE, VA		24038
1012712	RD	23 FRANKLIN	SW	PANTHER BROTHERS UNLIMITED		23 FRANKLIN RD ROANOKE, VA		24011
1011804	AV	128 KIRK	SW	PARAGON INVESTMENTS		P O BOX 1232 ROANOKE, VA		24006
1011807	ST	305 JEFFERSON	SW	PARKSIDE PROPERTIES	% SFCS - C M HOLLAN	305 S JEFFERSON ROANOKE, VA		24011
1011607	AV	118 KIRK	SW	PARSELL & ZEIGLER	CONSTRUCTION COM	112 KIRK AV SW ROANOKE, VA		24011



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PROPERTY OWNERS

TAXID	PROPADI	PROPRNAME	PROPRF	OWNER1	OWNER2	OWNERADDR1	OWNERADDR2	OWNERZIP
011609	112 KIRK	AV	SW	PARSELL, TERRY E	ZEIGLER, DIANNE M	112 KIRK AVE SW	ROANOKE, VA	24011
013313	611 JEFFERSON	ST	SW	PATRICK HENRY HOTEL	ASSOCIATES L.P.	120 WOOSTER ST NEW YORK, NY		10012
011524	113 KIRK	AV	SW	PERKINSON, FRANK N JR	PERKINSON, DIANA M	115 KIRK AV SW	ROANOKE, VA	24011
010836	309 CAMPBELL	AV	SW	POWER, LLC	POWERS, MARY C	309 CAMPBELL AV ROANOKE, VA		24016
012315	415 JEFFERSON	ST	SW	POWERS, CALVIN W		P O BOX 12086	ROANOKE, VA	24022
011513	118 CAMPBELL	AV	SW	REED, JOHN E		116 CAMPBELL AV ROANOKE, VA		24011
012219	411 FIRST	ST	SW	ROANOKE PRINTING CO INC	CHAMBER OF COMME	409 FIRST ST SW	ROANOKE, VA	24011
4010803	210 JEFFERSON	ST	SE	ROANOKE REGIONAL		212 S JEFFERSON ROANOKE, VA		24011
011801	304 FIRST	ST	SW	ROBERTS, ANDREW L III		306 FIRST ST SW	ROANOKE, VA	24010
012213	0 LUCK	AV	SW	ROBERTS, ANDREW L III		P O BOX 2544	ROANOKE, VA	24014
011026	111 CAMPBELL	AV	SW	ROSENBERG, MALCOLM M		5322 HUNTING HI	ROANOKE, VA	24018
012204	122 CHURCH	AV	SW	ROWE, CHARLES A JR	ROWE, SUE C	4631 HEATHER D	ROANOKE, VA	24010
011520	127 KIRK	AV	SW	SARVER, WAYNE L	SARVER, RAY C	P O BOX 2412	ROANOKE, VA	24011
010513	13 JEFFERSON	ST	SW	SHEETS, STEPHEN G	%C W FRANCIS & SON	15 S JEFFERSON	ROANOKE, VA	24011
011610	301 FIRST	ST	SW	SHENANDOAH BUILDING ASSOCIATE		305 FIRST ST SW, ROANOKE, VA		24016
013305	24 FRANKLIN	RD	SW	SHENANDOAH CLUB		24 FRANKLIN RD	ROANOKE, VA	24011
011502	302 SECOND	ST	SW	SOUTHWEST VIRGINIA	SAVINGS & LOAN ASSN	302 SECOND ST S	ROANOKE, VA	24033
011107	16 CAMPBELL	AV	SW	SUTTON CONSTRUCTION CO	OF ROANOKE INC	P O BOX 13327	ROANOKE, VA	24028
010508	7 JEFFERSON	ST	SW	T - W PROPERTIES		P O BOX 12748	ROANOKE, VA	24175
012208	114 CHURCH	AV	SW	TEXAS TAVERN INC	THACKER, BETTY F	143 CARRIAGE LN	ROANOKE, VA	24005
012608	120 LUCK	AV	SW	THACKER, H DONALD		P O BOX 971	ROANOKE, VA	24011
012710	29 FRANKLIN	RD	SW	THE PIGEON PALACE LLC		29 FRANKLIN RD	ROANOKE, VA	24010
010608	0 CAMPBELL	AV	SW	TIMES-WORLD CORPORATION		P O BOX 2491	ROANOKE, VA	24014
011803	22 KIRK	AV	SW	TOMORROW INCORPORATED		1630 BELLEVUE	ROANOKE, VA	24011
011506	132 CAMPBELL	AV	SW	TOTAL ACTION AGAINST POVERTY	IN ROANOKE VALLEY E	145 W CAMPBELL	ROANOKE, VA	240111912
011605	124 KIRK	AV	SW	TRINKLE, WILLIAM F	% C W FRANCIS & SON	305 FIRST ST SW, ROANOKE, VA		24007
012601	502 SECOND	ST	SW	TRS GREENE MEMORIAL UNITED	METHODIST CHURCH	P O BOX 1305	ROANOKE, VA	24012
012720	9 FRANKLIN	RD	SW	TSIAKOS LLC	TSIAKOS, VASILIKI D	2801 DURHAM ST	ROANOKE, VA	24012
012715	13 FRANKLIN	RD	SW	TSIAKOS, DEMOS	TUCKER, MARY L	2801 DURHAM ST	ROANOKE, VA	24184
011815	308 JEFFERSON	ST	SW	TUCKER, F LEE	RR 1, BOX 533	WIRTZ, VA		24179
011810	23 CHURCH	AV	SW	TUDOR, LOUIS S	4224 TWIN MOUN	VINTON, VA		24022
010507	1 JEFFERSON	ST	SW	T-W PROPERTIES	P O BOX 12748	ROANOKE, VA		24015
012305	28 CHURCH	AV	SW	TWENTY EIGHT WEST CHURCH LLC	1704 GREENWOOD	ROANOKE, VA		240081791
012708	22 LUCK	AV	SW	TWENTY-TWO LUCK AVE INC	P O BOX 1791	ROANOKE, VA		24016
010833	325 CAMPBELL	AV	SW	UNITED WAY OF ROANOKE VALLEY	325 CAMPBELL AV	ROANOKE, VA		24040
011709	14 CAMPBELL	AV	SW	WALLACE, JOHN CLARKE ETALS	P O BOX 13327	ROANOKE, VA		24014
011713	15 KIRK	AV	SW	WALLACE, JOHN CLARKE TRS	P O BOX 8584	ROANOKE, VA		24006
4011701	402 JEFFERSON	ST	SE	WELSCHE CORPORATION	%LUNSFORD REALTY	P O BOX 1205	ROANOKE, VA	24011
011101	35 CAMPBELL	AV	SW	WESTERN VIRGINIA FOUNDATION	FOR THE ARTS AND S	1 MARKET SQ	ROANOKE, VA	24011
012719	0 JEFFERSON	ST	SW	WILZER, L L C	% BUD AMMEN & CO	1125 CRESTAR B	ROANOKE, VA	24018
011708	22 CAMPBELL	AV	SW	YIM, EK YUEL	CHRISTIAN ASSOCIATI	102 FRANKLIN R	ROANOKE, VA	24016
013207	605 FIRST	ST	SW	YOUNG WOMENS	ASSOCIATION OF THE	605 FIRST ST SW	ROANOKE, VA	24011
013225	108 FRANKLIN	108	RD	YOUNG WOMENS CHRISTIAN				

# LIST OF ADJOINERS

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## ADJACENT PROPERTY OWNERS

AD	PROPRDNAME	PROPIPROP	OWNER1	OWNER2	OWNERADDR1	OWNERADDR2	OWNERZI
0 SALEM	ALLRIGHT REALTY COMPANY	AV SW			P O BOX 53390	HOUSTON, TX	77052
0 SECOND	APPALACHIAN POWER COMPANY	ST SW			215 CHURCH AVE SW,	ROANOKE, VA	24011
224 LUCK	AT & T COMMUNICATIONS	AV SW			215 CHURCH AVE SW,	ROANOKE, VA	24011
102 JEFFERSON	BLUE MARLIN LLC	ST SE			3411 VALENTINE RD S	ROANOKE, VA	24018
106 JEFFERSON	BLUE MARLIN, LLC	ST SE			107 S JEFFERSON ST S	ROANOKE, VA	24011
0 SALEM	BUSH-FLORA SHOE CO INC	AV SW		%TOWERS SHOPPING CENTER	2125 COLONIAL AVE S	ROANOKE, VA	24015
11 CAMPBELL	CITY OF ROANOKE	AV SE		%REAL EST DIV-L LOU SMITH	215 CHURCH AV SW R	ROANOKE, VA	24011
310 JEFFERSON	CRESTAR BANK	ST SE		LIMITED PARTNERSHIP ETALS	P O BOX 28865	RICHMOND, VA	23281
0 SECOND	CRYSTAL TOWER BUILDING CORP	ST SW			145 W CAMPBELL AVE	ROANOKE, VA	24011
10 JEFFERSON	FAISON ROANOKE OFFICE	ST SE			10 S JEFFERSON ST-SU	ROANOKE, VA	24011
313 THIRD	FIRST BAPTIST CHURCH	ST SW			515 THIRD ST SW	ROANOKE, VA	24011
328 SALEM	FOSTER, NATALIE R	AV SW		ROBERTS, ANDREW LEE III	P.O. BOX 2543	ROANOKE, VA	24010
9 SALEM	HARMAN, JAMES K	AV SW			5220 ROSELAWN RD	ROANOKE, VA	24018
9 CHURCH	HARRIS TRUST & SAVINGS BANK TRS	AV SE			285 LAKEWOOD CT	ROCKY MOUNT, VA	24151
324 SALEM	JENKS, TIMOTHY L	AV SW		JENKS, KEVIN AND ROSEMARIE	324 SALEM AV SW	ROANOKE, VA	24016
0 JEFFERSON	JS-1 INVESTMENTS LLC	ST SE			107 JEFFERSON ST SE	ROANOKE, VA	24011
10 CAMPBELL	KATZ, IRA E	AV SE		KATZ, HELEN H ETALS	10 E CAMPBELL AVE SE	ROANOKE, VA	24011
12 CAMPBELL	KATZ, SOL S & CAROL L ETALS	AV SE			10 E CAMPBELL AVE	ROANOKE, VA	24011
0 SALEM	LAMPROS, JOHN N	AV SW			1902 CANTLE LN SW	ROANOKE, VA	24018
0 SALEM	MCCOY, SCOTT S	AV SW		MCCOY, SUE L	3724 LAKE DR	ROANOKE, VA	24018
318 SALEM	MCCOY, SCOTT SHELOR	AV SW		MCCOY, JANICE S LONGWORTH	318-320 W SALEM AVE	ROANOKE, VA	24016
835 JEFFERSON	MERCHANTS PARKING CO INC	ST SW		%C W FRANCIS & SON INC, SUIT	305 FIRST ST SW, SHE	ROANOKE, VA	24011
401 THIRD	PARK, ROY H BROADCASTING	ST SW		OF ROANOKE INC	P O BOX 10	ROANOKE, VA	24022
0 SALEM	SALEM AVENUE PARKING, LLC	AV SW			305 FIRST ST SW SUIT	ROANOKE, VA	24011
8 JEFFERSON	SHENANDOAH CROSSINGS LP	ST NW			P O BOX 6359	ROANOKE, VA	24017
10 CHURCH	TEN EAST CHURCH AVE LLC	AV SE			325 MOUNTAIN AV SW	ROANOKE, VA	24016
0 SALEM	TIMES-WORLD CORPORATION	AV SW		METHODIST CHURCH	P O BOX 2491	ROANOKE, VA	24010
0 SECOND	TRS GREENE MEMORIAL UNITED	ST SW		%NATIONAL BUSINESS COLLEG	P O BOX 1305	ROANOKE, VA	24007
612 JEFFERSON	TRS OF ROANOKE COLLEGE	ST SE			P O BOX 6400	ROANOKE, VA	24017
209 SHENANDOAH	WESTERN VIRGINIA FOUNDATION FO THE ARTS AND SCIENCES (THE)	AV NE			1 MARKET SQ SE	ROANOKE, VA	24011

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Continuation Sheet

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Section Amendment Page 61

The period of significance is being extended from the original nomination registered on September 14, 2004 as 1882-1952. The amended period of significance will be 1882-1954. This amended date allows for the inclusion of 22 Campbell Avenue, S.W. as a contributing resource within the district.

Section 7, Description addition:

The building at 22 Campbell Avenue, S.W. was constructed in 1953 and served as the Federal Bake Shop and then the Carol Ann Bake Shop until 1967. The two-story brick building is commercial in design with a mid-20<sup>th</sup> century aesthetic in its simple, modern detailing of the black Carrera glass on the storefront and upper façade, the aluminum and plate glass storefront, and the aluminum windows on the second story with horizontal divided lights. The storefront was altered when it became a shoe shop ca. 1970 with tile replacing the Carrera glass and the entrance further recessed. The upper story remains intact and in good condition. The interior featured a retail space in the front with ovens at the rear. Additional baking equipment and supplies were kept on the upper floor. Plans are underway to rehabilitate the building and reconstruct the original storefront based on a ca. 1953 photo.

Inventory, amendment:

22 Campbell Avenue, S.W.	Federal Bake Shop	1953
128-5761-0036	101706	CB

Commercial. Two-story, one-bay brick commercial building with a flat roof and concrete coping. Casement windows with spandrels of Carrera glass. Aluminum storefront with small ceramic tile base and single-leaf door.

Section 8, Significance addition:

The Federal Bake Shop at 22 Campbell Avenue, S.W., constructed in 1953, contributes to the significance of the Roanoke Downtown Historic District as it serves as a commercial building on one of the major thoroughfares in downtown Roanoke. Originally constructed for the Federal bake Shop, the building served to produce and sell baked goods, as was typical of smaller industries in the early 20<sup>th</sup> century. The building's streamlined modern design with Carrera glass panels, aluminum, and plate glass, fits in with the wide range of commercial styles dating from the late 19<sup>th</sup> to the mid-20<sup>th</sup> century represented in the historic district. Although the storefront has been altered, the upper story and façade is intact and the interior retains some evidence of its earlier use as a bake shop.

CONTOUR INTERPOLATION  
NATIONAL GEODETIC SURVEY

# Roanoke Downtown Historic District 128-5761

Historic District Boundary

Existing National Register Bldgs.

Non-Contributing Resources

Buildings

Structures

N

E

S

W

0.05

0

0.05

0.1

0.15 Miles

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Roanoke, Virginia

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